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CONSUMERS' RESEARCH

Bulletin



August 1947

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CONSUMERS' RESEARCH



Vol. 20 • No. 2

BULLETIN

August 1947

Off the Editor's Chest

AN extensive variety of brands and products is beginning again to compete for the consumer's dollar, much as in pre-war days. It is true that prices are higher, but economists, including Dr. Sumner Slichter of Harvard and others, consider that a return to 1939 levels of living costs is not to be expected. Dr. Slichter, if he is quoted correctly, holds that the community in effect will insist on the rise in prices, through its acceptance of wage rises, as desirable and necessary. He advances the view that "prices may have to rise from 20 percent to 30 percent every decade in order to compensate for the ability of trade unions to raise wages faster than output is increased." Whether prices go down or not, the pipe lines of supply are filling up, and as the editor of one trade journal points out, "The gravy train is slowing down and the industry [electrical appliances] will have to get back on a selling basis."

As competition becomes keen, and goods no longer sell themselves, CR's critical reports of test findings that enable consumers to evaluate particular brands or makes point by point, and which mention the unfavorable as well as the favorable aspects of particular brands will be increasingly unpopular with the less progressive manufacturers. The less enlightened businessmen will do all they can to discredit the value of tests and research, whenever they do not have control over the results and cannot suppress the findings that may be unfavorable to their product or its advertising claims.

During the past few years, we have found that most manufacturers have been willing to send on

request technically useful information about their products. Some firms have shown a remarkable sense of fairness and obligation to make their goods well, and willingness to subject the result to the proof of technical tests and measurements. Recently, however, in answer to a routine request to manufacturers for information about their current paint formulas, we received a letter from the president of a well-known company, whose products had been included in the list of brands to be studied, in which he flatly refused to send information about the composition of his product. The position taken was that the best advice we could give consumers to enable them to get good value for their money spent on paint was simply to purchase their paint from a reliable merchant who in turn purchased his paint products from a reliable paint manufacturer.

It may be conceded that there are certain advantages in making one's purchases from a well-established dealer, particularly in the field of electrical and fuel-burning appliances, where the problem of servicing is an important one, and we have often given just such advice to our readers. For, as many consumers discovered during the war, it is extremely difficult to find a serviceman to work on a make of refrigerator no longer sold in the community or an oil burner purchased from a dealer who has gone out of business. But aside from getting a credit rating on a particular dealer or manufacturer or finding out what his general reputation for fair dealing and financial responsibility is in his business community, just how does a consumer go

(Continued on page 24)

Scientific and Technical Experts and Editors: F. J. Schlink, R. Joyce, M. C. Phillips, Helen P. Alleman, A. R. Greenleaf, and Charles L. Bernier. **Editorial Assistants:** Mary F. Roberts and B. Beam.

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★ ★ ★ For a brief cumulative index of 1947 BULLETINS preceding this issue, see page 24.

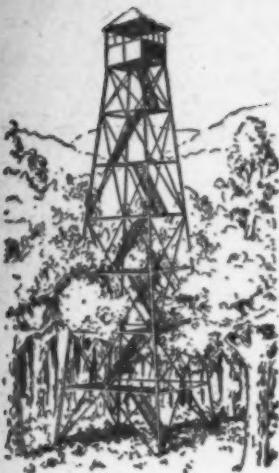
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The Consumers' Observation Post

SOAP AND WATER will not get dirty metal pots and pans as clean as the use of water and scouring pad or steel wool. That is the startling revelation of Dr. Foster D. Snell, well-known laboratory director and president of the American Institute of Chemists. Dr. Snell's researches have shown that while glassware, enamelware, and porcelain surfaces are easily washed clean with soap and water, metal surfaces present a different problem. On such products, soap and water remove the bulk of the grease but leave a thin film of grease that clings tightly to the surface. Dr. Snell advises the use of one of the new synthetic detergents, if a scouring pad or steel wool and water does not do the clean-up job satisfactorily on a metal utensil.

PACKAGED ICE CREAM is held by some to be inferior to that which is dipped from the freezer at the drugstore or soda fountain. In order to combat this prejudice, studies have been made under the supervision of Professor J. H. Frandsen at Massachusetts Agricultural Experiment Station to compare the palatability of packaged and bulk ice cream. It was found that if the packaged ice cream was made from a mix of the same composition as the bulk ice cream, both should be equally palatable. The packaged product can be kept at a lower temperature and carried home to reach the consumer's table in a more satisfactory condition than ice cream that is dipped up from the container. Those manufacturers who wish to step up the sales of their packaged ice cream will need to stress in their advertising that this product is identical in quality with their bulk product, where such is the case. Too many consumers have had occasion to be disappointed by the lack of richness, and evident inferiority of many packaged ice creams.

SUN-PROTECTIVE LOTIONS and creams combined with insect repellents are beginning to make their appearance. In the opinion of one expert entomologist the ingredients are compatible, and the only real objection that he sees to the combination is that the resulting product is likely to act as a solvent for synthetic fabrics and plastics. (Consider the possible effect on a nylon or rayon bathing suit!) The repellents are also said to have a destructive effect on nail lacquer.

NYLON STOCKINGS are in ample supply. No longer do women line up in front of a store advertising nylons for sale. The bare-leg habit, however, formed during the war when stockings of any kind were unavailable has proved to be so comfortable during the warm weather months that the trade feels that something must be done about it. According to a report in Business Week, one of the first steps in that direction is a cooperative effort by hosiery union members to get women to give up their warm-weather custom of going without stockings.

GAS FUMES FROM THE REFRIGERATOR are not only a potential menace to health, but have been the cause of two deaths in recent months. Peculiar odors had been noted from time to time by a family living in a Chicago apartment and a serviceman had been called in to look at the refrigerator. No one, however, was aware of the great hazard involved until two members of the family had been killed from the fumes and the only survivor was hospitalized. The city inspector pointed out that the refrigerant gas, methyl chloride, was required by regulations to carry a 10 percent content of sulphur dioxide which has a pungent odor and acts as a warning. The smell of sulphur dioxide, he reported, was strongly in evidence in the apartment and should have put the family on notice that something was seriously wrong.

HOME SEWING is experiencing something of a boom. Sewing machines are so much in demand that even secondhand ones sell like the proverbial hot cakes. The Wall Street Journal reports that manufacturers turned out 457,000 machines in the pre-war year of 1939, but that in March 1947 they were shipping at a yearly rate of 650,000. Women have discovered that they save considerable money by making their own and their children's clothes. They also get better quality.

* * *

ALTHOUGH THE USE OF SYNTHETIC VITAMINS and, more recently, amino acids has been found helpful in the treatment of certain dietary deficiencies, it is becoming more and more evident that the results obtained with large amounts of pure nutrients may be different from those obtained with natural foods. Recent researches discussed by Dr. Leonard A. Maynard, director of the Cornell School of Nutrition, indicated that the rate of growth of experimental animals on amino acid mixtures was not so rapid as that obtained when high-quality protein food was used. He points out in that connection that the purification processes change the physical nature of proteins as they occur in food and raises the question as to whether some of these processes may change the nutritive value of naturally-occurring protein molecules. The moral for the layman is simply that with a well-selected, high-quality normal diet he is far more likely to get the nutriments he needs than from vitamin prescriptions, pills, and "tonics."

* * *

DDT is doing such an excellent job of eliminating household pests that one of the trade journals seriously suggests the possibility that within a few years quite a number of insecticide manufacturers will be put out of business. From another source comes a suggestion that this lavish use of DDT has decidedly undesirable effects. One government expert testifying before a congressional committee pointed out that a considerable accumulation of the chemical is found in the meat of animals fed on forage dusted with DDT. It is also found in milk and becomes concentrated in butter to a rather alarming extent.

* * *

MEN'S SUITS OF GOOD HARD WORSTED will be fairly plentiful this fall, according to one forecast. At the present time worsted in the piece goods stage is in ample supply. Since there is an abundance of woolen suits, shetlands, and tweeds, it is possible that retailers want to dispose of present stocks before ordering suits made of the longer-lived materials. Furthermore prices of worsted suits will be high, \$45 to \$65, and clothing manufacturers don't want to be left holding the bag if the canny consumer refuses to part with that much money even when it could buy a suit of good quality.

* * *

COSMETIC CREAMS are being supplanted to some extent by emulsified products, suggests Nicholas J. Federici in Soap and Sanitary Chemicals. In an article on alginates, Mr. Federici points out that algin has superior colloid properties as an emulsifier and suspending agent and holds that emulsified cosmetic preparations containing it will find favor because they have a cleansing effect and make the skin transparent and supple with no undesirable greasiness. It would be a pity if such products replace creams with a substantial content of lanolin, admittedly greasy, for there is no cosmetic ingredient that seems quite so effective in restoring natural oils to dry skin.

* * *

MOSQUITOES are not so attracted to white or yellow clothes as to several other colors. The entomologists of the U. S. Department of Agriculture made studies last summer which indicated that black, blue, and red were the colors that mosquitoes liked best. Black was particularly favored by the insects, but white and yellow they liked the least. This should be a hint to "city fellers" on what to select for vacation in the country.

* * *

WILL EGGS AND CHICKENS be scarce and high in price this fall and winter? It is a little hard to forecast these days just what the food supplies will be in particular cases since there are so many abnormal factors at work, any one of which may upset the market, but poultry men fear that runaway grain prices of last spring when the government was making heavy purchases for overseas relief may have seriously cut down on the chicken business. Consumers who are able to do so conveniently and economically may be well advised to put down a

Pressure Saucepans—*Revere Ware*, *Time-Saver*, *Karen Dial-O-Matic*

THE cooking characteristics of all of the pressure saucepans tested to date have been very much alike, and there seems to be little to choose between them in that respect. However, as more work is done on these utensils, certain basic requirements stand out as ones which should be met if the utensil is to be of the maximum usefulness. In previous articles these have been mentioned, but they are recapitulated here briefly for the reader's convenience.

1. A saucepan should be equipped with both a pressure *indicator* and a pressure *regulating valve*, especially if the book of directions calls for cooking foods at different pressures.

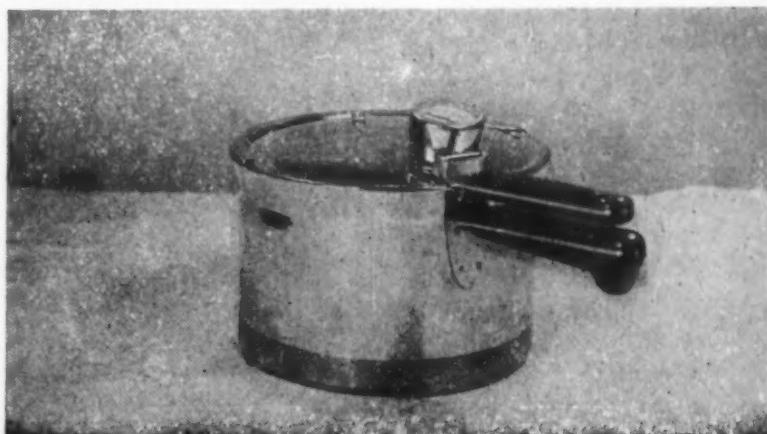
Both the Sears *Maid of Honor* and the *Revere Ware* saucepans had easily read dial pressure indicators which were designed to control the working pressure of the utensil at 15 lb., although the *Revere Ware* was rather more reliable in this respect than the *Maid of Honor*. If the user is an unquestioning follower of Ida Bailey Allen's book on "Pressure Cooking" which recommends that all foods be processed at a pressure of 15 pounds per square inch, either of these two saucepans should prove satisfactory. But there are those who disagree with the Allen method and feel that certain foods are much more palatable when cooked for a correspondingly longer time, at 5-lb. or 10-lb. pressure. Indeed, the booklets furnished with each of these cookers give

directions for cooking many foods at the lower pressures; for instance: corned beef, 10-lb. pressure, 25 minutes per lb.; and pot roast, 10-lb. pressure, 15 minutes per lb. With the type of gauges on these two saucepans, the cook would have to be constantly vigilant over a considerable period of time.

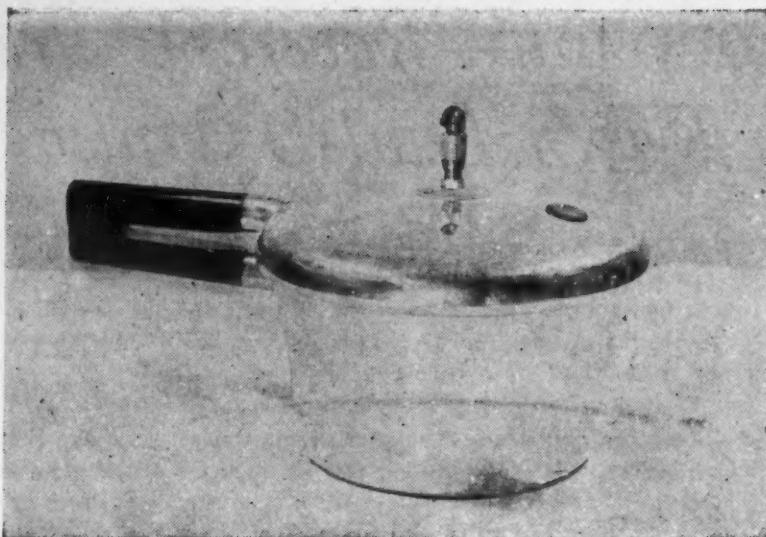
Saucepans like the *Karen*, *Time-Saver*, *Mirro-matic*, and others, which have devices for controlling pressure at 5, 10, or 15 lb. (and, in the case of the *Karen*, at other desired points) have no visible scale by observation of which the user can tell whether the pressure in pounds per square inch in the vessel is rising or falling at a given time. This is a disadvantage.

2. An emergency release plug which will act to prevent rise of pressure above 35 lb. is a necessity in order to insure safety in case the automatic pressure regulating valve becomes clogged or otherwise inoperative.

In the saucepans tested, fusible plugs have proved more reliable than the rubber or neoprene-type plugs. This is probably because the metal plugs can be manufactured to fuse at a temperature corresponding to a given steam pressure and will probably remain practically unchanged with time. The composition plugs, on the contrary, can harden or soften with age and use and it was found that in some instances, dangerously high pressures were reached before the plug gave way. In the *Time-Saver* saucepan, the rubber-like plug was designed to allow steam to escape continually, but the plug did not blow out altogether even when the pressure was raised to the potentially dangerous high value of 47 lb. per sq. in. The escape passages were small holes in the neck of the plug which looked as though they might easily be clogged with food, in which event the plug might be rendered unreliable as a safety device.



Revere Ware Copper Clad



Time-Saver

3. The lid-sealing gasket should be reasonably well protected against damage.

A gasket which is so located that it is exposed to damage if the cover happens to be set down on a hot cooking unit can be a frequent cause of expense and trouble. The *Flex-Seal* saucepan as tested in 1941 had this weakness which was corrected in the *Wear-Ever* (also made under the Vischer patent), although in both, replacement of the gasket was a factory operation, often causing delay, cost, and inconvenience. In the group of saucepans reported on in this article, the *Revere Ware* gasket fits over the lower edge of the cover in such a way that it can be rendered useless by an accident that might easily occur. Replacement of the gasket in this utensil is an easy matter, but the cover should receive careful handling, nevertheless, and an extra gasket or two should be kept on hand.

4. Sealing of the saucepan should be sufficiently tight to retain pressure for a reasonable period without difficulty.

Most of the saucepans per-

formed fairly well in this respect but the pressure release plug of the *Time-Saver* cooker vented steam continually, causing a drop from 15 lb. per sq. in. to 0 in somewhat less than 5 minutes when a pressure drop test was attempted. The extra fuel consumption necessary to maintain pressure in this saucepan would probably be a distinctly minor item on the month's fuel bill, as the average time of use is short, but unsatisfactory pressure retention is nevertheless a disadvantage.

5. The pressure saucepan

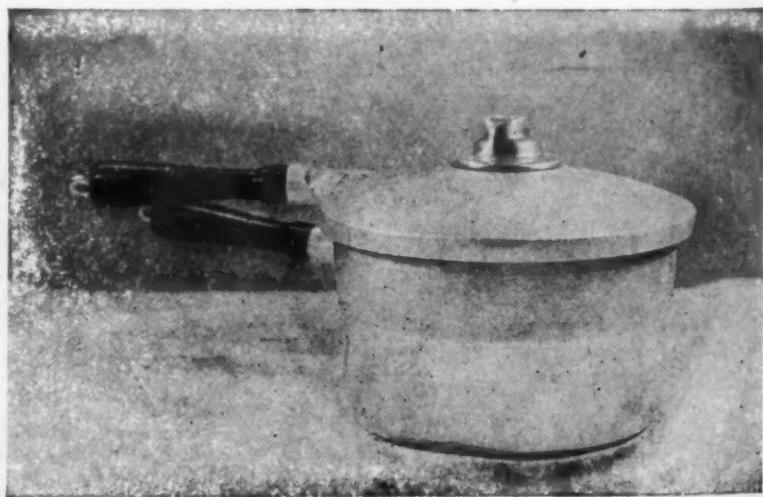
should be convenient to use and easy to handle.

Pressure saucépans are heavy at best, weighing from approximately 3 lb. to 6 lb., and anything which tends to make handling awkward reduces their usefulness. This was the big weakness of the *Karen Dial-O-Matic*, which weighed a full 6 lb. empty and in addition was equipped with handles so large that the average housewife would have trouble grasping them with one hand. Besides, the lid was very hard to seal, although this would probably improve with use.

6. Pressure gauges and controls should be easily removable for checking.

This is obvious since errors in regulating pressure result in wasteful cooking failures and on such equipment the pressure gauge or controlling device does need periodic examination to assure its remaining accurate. The *Revere Ware* gauge was hinged to the lid of the saucepan but could easily be removed if necessary to send the gauge in for checking.

7. The finish, both inside and outside, should be smooth, for easy cleaning.



Karen Dial-O-Matic Kooker

Most of the pressure saucepans tested up to now have met this requirement easily, but the *Karen Dial-O-Matic* had a rough surface (particularly on the interior) and was not easy to clean.

B. Intermediate

Revere Ware Copper Clad (Revere Copper & Brass, Inc., Rome Mfg. Co. Div., Rome, N.Y.) \$15.95. Includes cooking rack. Rated capacity, 4 qt.; useful capacity, practically the same although some slight tipping of the cover is required to place it in position for closing. Stainless steel, with copper clad bottom. Finish: outside, highly polished; inside, dull but smooth; both surfaces easy to clean. Plastic handles were well shaped and easy to grasp. Saucepan had good balance and was easy to handle in spite of its rather heavy weight of 5 lb. 12 oz. Had indicating weight gauge to show rise or fall of pressure, and controlled pressure at about 17 lb. There was no control mechanism for intermediate pressures although the cookbook furnished with pan gave directions that called for lower pressures. Gauge was hinged to lid, which might be a disadvantage since it would necessitate constant care in handling of cover to avoid risk of damage; could be detached for checking. Method of closure differed from that of any other saucepan tested; a heavy, shaped rubber gasket fitted over the edge of the cover; in sealing, one side of cover was slipped under lip on body of the saucepan after which handle of cover was turned until it was in position directly over handle

of body and guide on upper handle fitted under lip directly over body handle. Seal was satisfactory but gasket was subject to heat damage if cover was accidentally laid down on a hot stove or cooking unit. The auxiliary safety device was a fusible plug which released at 42-lb. pressure (somewhat too high but judged not dangerous). Saucepan was very convenient to use.

Tine-Saver (Traubee Products, Inc., 924 Bergen St., Brooklyn 16, N.Y.) \$13.95. Includes cooking rack. Capacity, 4 qt. Cast aluminum, highly polished outside, dull but smooth inside; both surfaces easy to clean. Plastic handles were shaped well and, though somewhat large, could be grasped in one hand. Saucepan had no pressure indicating gauge (a distinct disadvantage). There was a pressure control device which could be set at 5, 10, or 15 lb. as desired, but this operation required close observation because line markings on post were not easily seen. Venting started at about the pressures marked, but controlled pressures were approximately 5 lb. too high. Control mechanism is designed to permit immediate venting, if desired, an advantage when cooking certain foods. Pressure retention not checked in this saucepan as there was continuous venting by the auxiliary safety release. This was a rubber-like plug with 2 small escape holes through the neck; these would seem quite susceptible to clogging. The saucepan was about average in convenience of use.

C. Not Recommended

Karen Dial-O-Matic Kooker (Koons-Beebe Assoc., Inc., 391 E. 149, New York 55) \$12.50. Included cook-

ing rack. Capacity, 4½ qt. Cast aluminum; outside about half rough and half polished; inside dull and rough; both surfaces hard to clean. Large round wooden handles spaced fairly far apart, making it difficult to grasp both in one hand; this, with heavy weight (6 lb.) of the cooker, made the assembly awkward to handle. There was no indicating gauge but cover was equipped with an unusual type of pressure regulator designed to vent or to control pressures at 5, 7½, 10, 12½, and 15 lb. corresponding to Vent, 1, 2, 3, 4, and 5 positions marked on the dial. Escape of steam was through a hole closed by a small ball. As the heavy dial weight was rotated from one position to another, the lever arm was shortened so that less weight was applied to the ball and steam could escape with a lower pressure in the vessel. Pressure could be vented immediately when desired, an advantage with certain foods. The regulating device controlled the pressure with very good accuracy. The arrangement as a whole, however, would seem difficult to keep clean. Lid seal was satisfactory, but in the sample tested it was almost impossible to turn the cover into the proper sealing position even after applying a little oil to the gasket and scouring the notches as directed by the manufacturer. In a second sample the top fitted snugly but could be turned into the sealing position without great difficulty. The auxiliary safety device was a fusible plug which formed the core of the threaded center post on which the pressure regulator turned. The plug released at 32 lb. per sq. in. (satisfactory). Convenience in use, much below average.

Excessive Use of Insect Repellents

IT is plain that insect repellents need to be used with care. Medical literature contains a report of one child whose kidneys were damaged seriously (nephrosis), so that the child was near death for a time; this condition was be-

lieved to have been the result of overuse of a well-known insect-repellent. The child had been dressed in a play suit which covered only a small part of his body, and the exposed surfaces had been liberally and repeatedly smeared with the

repellent even after a rash developed from its use. The physician reporting this case advised that people should be warned not to use the repellents freely, and especially not to use them when any skin rash was present.



Royal Arrow



Royal Quiet Deluxe



Smith-Corona Clipper



Smith-Corona Silent

Portable Typewriters

POST-WAR portable typewriters, now becoming available in small volume, show few changes from corresponding pre-war models. The *Remington Deluxe*, Model 5, has minor improvements in the form of added paper fingers, and keys of new design. The *Underwood Champion* and *Universal* have newly-designed plastic keys, and may be had with a special carrying case with built-in tripod stand at \$7.08 additional.

All machines continue to be equipped with "touch control," a device permitting adjustment of key tension as desired by the operator. This adjustment has some value to an inexpert operator and probably more value to an expert operator. The variation obtainable through the range of touch control provided on any single

machine, however, is by no means as great as the variation in touch between two machines of different makes. The difference in "feel" between two makes of machines is marked, and is caused by the different types of linkages between the keys and type bars. The prospective purchaser can decide on the type of touch which best suits him only by actual trial; anyone who has had a typewriter for a considerable time is likely to prefer one of the same make in a new machine, because the touch will probably be much the same as on his old machine.

The mechanism of "Noiseless" portable typewriters is more complicated and apparently more delicate than that of other portables. ("Noiseless" typewriters are in fact only somewhat less noisy than the least noisy of the others.) Unless the typewriter is to be used under such conditions as require the utmost quiet in operation, the ordinary machine is considered a better buy. Not only is the Noiseless higher in initial cost, and more likely to get out of order, but charges for repairs will be higher than for the others. An additional disadvantage of the Noiseless machines is that substitution of characters is more difficult



Smith-Corona Sterling

because the piece which holds the type cannot be split to change the combination of upper case and lower case letters. It may even be found impossible to make all the changes which are wanted.

All machines are supplied optionally with either pica type (10 characters per inch) or elite type (12 characters per inch), although elite machines are less easy to find at present than are pica machines.

All typewriters except the *Royals* with elite type have the standard spacing of 6 lines per inch; *Royal* elite-type machines space 6.5 lines per inch. This non-standard arrangement was adopted, according to a company representative, because most people use the machine for personal letters, etc., and like to get as much typing as possible on a page. Anyone who uses this machine in writing for publication, however, may receive an annoying letter from his publisher, or worse, a charge for extra time for composition, since printers estimate printing on the basis of 6 lines per inch in the typewritten copy. When a new *Royal* typewriter is purchased, if the buyer's occupation is such that he will need the normal 6-lines-per-inch spacing, he should specify a 24-tooth ratchet on the paper roll instead of the 26-tooth ratchet supplied regularly; this will produce 6 lines per inch. If the machine is purchased with the 26-tooth ratchet initially, there is a considerable charge for changing to the one with 24 teeth.

The tabulation on page 10 shows the leading models of portables in 1941 and 1947, and prices that include the federal tax. Both 1941 and 1947 prices include tax.

A. Recommended

Royal Arrow (Royal Typewriter Co., Inc., 2 Park Ave., New York 16) \$76.85. Lacks tabulator and lateral paper guide, and is somewhat less quiet than the *Quiet Deluxe*.

Royal Quiet Deluxe (Royal Typewriter Co., Inc.) \$89.57. Has tabulator and lateral paper guide, lacking in the *Royal Arrow*, and is somewhat quieter.

Smith-Corona Clipper (L. C. Smith & Corona Typewriters, Inc., Syracuse) \$71.55. Was known as the *Standard* in pre-war times. Lacks tabulator, lateral paper guide, and folding paper table extension arms; otherwise like *Sterling*. *Smith-Corona* typewriters have a carriage-centering lever which is very close to the right-hand knob of the roller, and some operators have received torn thumbnails until they became accustomed to it.

Smith-Corona Silent (L.C. Smith & Corona Typewriters, Inc.) \$89.57. Has all the features of the *Sterling* with addition of paper bail and special sound-deadening devices for keys and tabulator. Soft platen is supplied for ordinary work; hard platen (interchangeable) is obtainable for manifold work.

Smith-Corona Sterling (L.C. Smith & Corona Typewriters, Inc.) \$82.15.

Underwood Champion (Underwood Corp., 1 Park Ave., New York 16) \$88.06.

Underwood Universal (Underwood Corp.) \$74.41. Like *Champion* except that it lacks tabulator, lateral paper guide, and paper fingers. Paper release lever is close to carriage release lever, and carriage is sometimes released inadvertently while adjusting paper. The *Underwood* portables seem to be somewhat more ruggedly constructed than the others listed as A. Recommended but are slightly more noisy.



Underwood Champion



Underwood Universal



Remington Deluxe, Model 5



Underwood Noiseless 77



Remington Noiseless, Model 7

Portable Typewriters

Name	1941	1947	Increase Dollars	Increase Percent
Remington Noiseless, Model 7	\$78.97	\$102.65	\$23.68	30
Remington Quiet, Model 1	68.37	—	—	—
Remington Deluxe, Model 5	57.77	78.97	21.20	37
Royal Quiet Deluxe	68.37	89.57	21.20	31
Royal Aristocrat	63.07	—	—	—
Royal Arrow	57.77	76.85	19.08	33
Smith-Corona Silent	73.67	89.57	15.90	22
Smith-Corona Sterling	68.37	82.15	13.78	20
Smith-Corona Clipper	57.77	71.55	13.78	24
Underwood Noiseless 77	78.97	107.56	28.59	36
Underwood Champion	68.37	88.06	19.69	29
Underwood Universal	57.77	74.41	16.64	29

B. Intermediate

Remington Deluxe, Model 5 (Remington Rand Inc., Buffalo) \$78.97. Made most noise of typewriters tested. Considered not so likely to maintain good alignment of type as

others.

Remington Noiseless, Model 7 (Remington Rand Inc.) \$102.65. Believed more likely to get out of order than portables of conventional construction. Additional cost and probable extra cost of maintaining con-

sidered justified only if diminished noise is an absolute requirement.

Underwood Noiseless 77 (Underwood Corp.) \$107.56. The *Underwood* counterpart of the *Remington Noiseless, Model 7*.

★ ★ Corrections and Emendations to Consumers' Research Bulletin ★ ★

Col. 390
ACB '46-'47
and
Page 17
August '44

Woolworth Smooth Writing Blue-Black Ink is no longer available, according to information from the F. W. Woolworth Co.

Fire Extinguishers
Page 22, Col. 2
May '47

Page 26
Col. 1, 3

of publication of the first reference should now be April 1947, instead of April 1946; that of the last reference should be 1947, instead of 1945.

1947
Automobiles
Page 28 to 31
June '47

Certain of the figures given in columns 6, 7, and 8, with respect to a number of cars, were incorrect, due to errors (later corrected) by the trade magazine source which assembled these particular data. Corrected figures given in the following table should be substituted for those on pages 28, 29, 30, and 31 of the June 1947 Bulletin. In most cases the errors were not of

sufficient magnitude to be of particular consequence, but in a few instances, especially the *Chrysler Saratoga*, *Dodge De Luxe*, and *Oldsmobile 6-76*, the differences are significant.

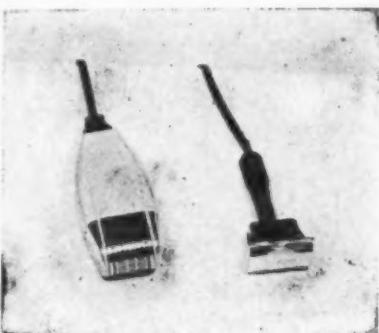
1947 Cars	6 <i>Horsepower per cu. in. of piston displacement</i>	7 <i>Engine revolutions per mile</i>	8 <i>Piston displacement in thousands of cu. in. per mile</i>
<i>Plymouth De Luxe</i>	—	2902	316
<i>Ford 6 (both)</i>	—	2819	319
<i>Ford V8 (both)</i>	—	2819	337
<i>Dodge De Luxe</i>	—	3054	351
<i>De Soto De Luxe</i>	0.46	2925	346
<i>Chrysler Royal</i>	0.46	2925	366
<i>Oldsmobile 6-76</i>	—	3166	395
<i>Nash Ambassador</i>	0.48	—	—
<i>Oldsmobile 8-78</i>	—	—	402
<i>Chrysler Saratoga</i>	—	2835	458
<i>Kaiser K-100</i>	—	2790	315
<i>Fraser F-47</i>	—	2790	315

Note: A dash indicates that the original figure is not changed.

SEVEN electric dry shavers and three oscillating-blade razors were obtained for the series of tests reported here.

All of the devices were given a careful examination which included evaluation of the workmanship, and noting of special features of design or operation of each device.

Of the electrically operated razors, only one, the *Sunbeam*, had a rotating-armature commutator-and-brush type motor; the others either had contact motors of the 2-pole or 4-pole variety, or vibrating-reed arm-



Left to right: Sunbeam Shavemaster, Model S; Electro-Shav.

atures without contact-opening devices or commutators. The first two types of motors require a spark-suppressing circuit of some sort to prevent excessive radio interference, since there is rapid, continual, sharp breaking of electrical contacts during their operation. The vibrating-armature type of motor runs on alternating current fluctuations for operation, causes no radio interference, and needs no spark suppressor since no contacts are made or broken as the motor runs. This is much the cheapest type of motor to manufacture, but shavers so equipped may give as close and satisfactory shaves as those with one of the other types of motor.

The power units were checked for electrical leakage, break-

Electric Shavers and a Spring-Wound Shaving Device

down at 900 volts proof voltage, electrical power input, and temperature rise of the motor during operation. Noise of operation was measured and the amount of radio interference produced was investigated. All of the shavers successfully withstood the 900-volt breakdown test and with one exception, *Electro-Shav*, the leakage current was well below accepted limits. Temperature rise of the motors was considerably less than the accepted limit in all cases. Measured power input in watts (a-c) is shown in parentheses in the listings following the rated wattage.

The ability to produce a good close shave was naturally considered the most important characteristic of these shaving devices, and the ratings give consideration to the reports of use tests. Four of the participating users normally shaved with safety razors, one used an electric shaver, and one a straight razor; all but one of the users

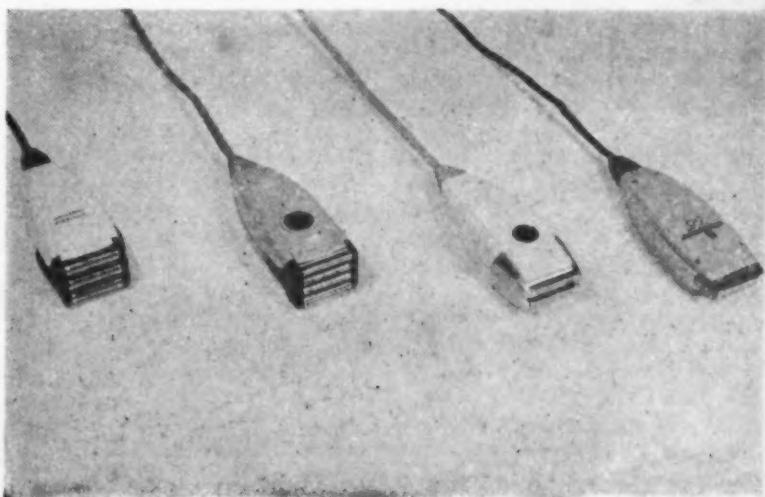
were engineers. Each device was used for at least a week before the man testing it made his report, so that any necessary special adaptation to its use could be developed.

Each type of razor is listed separately. Electric razors could be operated on either a-c or d-c except as noted. Ratings are cr47.

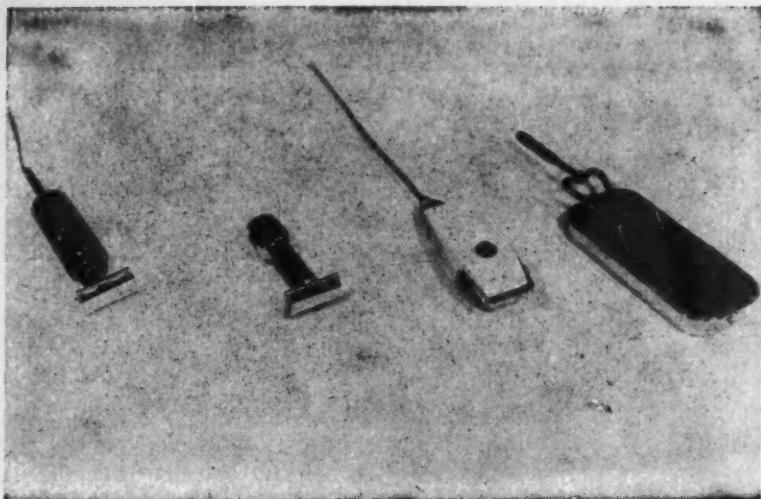
Electric Dry Shavers

A. Recommended

Sunbeam Shavemaster, Model S (Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50) \$22.50. Gray plastic with chromium side plates. Had the only commutator-and-brush type motor in the test. No evident spark-suppressor circuit. Wide cylindrical cutting head in which cutter blade moved in an arc. Type of construction made guard to prevent clipped hairs from getting into motor unnecessary. Workmanship, excellent. Rated at 13 watts ac-dc (13.7); highest of any shaver tested (but this difference not considered to be of any particular moment). Moderately noisy. Radio interference, slight. Gave close, fast shaves, but some users complained of "burn-



Left to right: Remington Threesome, Model 79; Packard Twin-Dual, Model 400; Schick Super; Collman '58."



Left to right: Racine Senior DeLuxe; Stahly "Live Blade" Stroke Saver; Schick Colonel, Cat. No. 240; Rolls Imperial No. 2 (to be reported upon in a later Bulletin).

ing" sensation due to the closeness of the cutting. 3

B. Intermediate

Lektro 3-Header, Model T (Lektro Products, Inc., Milford, Conn.) \$14.75. Black plastic. Vibrator-type motor for a-c only. Has two cutting heads; one rectangular with 2 edges and one cylindrical—both of the "sickle-bar" type. (By counting both edges of the first head plus the cylindrical head, the "3-Header" nomenclature might be justified.) Workmanship fairly good, but shaver was somewhat poorly finished. Rated 10 watts (10.2). Because of absence of a hair guard, clippings entered case during shaving operation. Moderately noisy. No noticeable radio interference. Shaving results good, but operation was slower than average, and square-edged cutter head caused some skin irritation when not used carefully. (Through error, this razor was not included in the illustration.) 1

Schick Colonel, Cat. No. 240 (Schick Inc., Stamford, Conn.) \$15. Ivory-tint plastic with gold-finished hinged side plates. 2-pole contacting type motor had large condenser to suppress radio interference. Sturdy single cutting head of "sickle-bar" type. Type of construction made a hair guard unnecessary. Workmanship, very good. Rated at 9 watts (9.2). Quiet. Radio interference was present, but very faint. Shaving results, fairly good but did not cut as close as might be desired; no skin irritation. 1

Packard Twin-Dual, Model 400 (Lek-

tro Products, Inc.) \$19.75. Gray plastic with maroon side plates; best case of razors tested. 2-pole motor, contacting type, with circuit for suppressing radio interference. Cutter head had 4 cylindrical units, sickle-bar type. Workmanship, very good. Rated 10 watts (11.2), high (second to *Shavemaster*). Effective "hair guard." Very noisy. Radio interference worst of shavers tested. Shaving results satisfactory, but users reported some skin irritation. 2

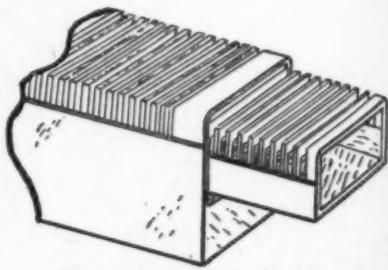
Remington Threesome, Model 79 (Remington Rand, Inc., Bridgeport 2, Conn.) \$17.50. Ivory-tint plastic with black side plates; design practically identical with that of *Packard*. Motor was like that of the *Packard* with same wattage rating but measured wattage was 10% less. Cutting head had 3 large cylindrical units of exactly the same type as the 4 small units in the *Packard*. Fairly effective hair guard. Workmanship, very good. Very noisy. Radio interference, serious. Results in shaving, satisfactory. Both dealers and consumers report that the Remington repair service is unduly expensive (e.g., \$4 for a whole motor when only a condenser needed replacing) and has at times been decidedly inconsiderate of consumers' interests. 2

Schick Super (Schick Inc.) \$18. Ivory plastic with gold-plated side plates. Motor identical with that of the *Schick Colonel*, with circuit for suppressing radio interference. Cutting head had 2 units with curved surfaces; both of sickle-bar type. Type of construction made hair

guard unnecessary. Workmanship, very good. Rated at 14 watts (10.8); the extra cutting unit probably accounted for higher energy consumption in the *Super* than in the *Colonel*. Quiet. Radio interference present, but very faint. Shaved rapidly, and well, but some users experienced skin irritation. 2

C. Not Recommended

Collman "58" (Collman Mfg. Co., Erie, Pa.) \$17.75. Gray plastic. 4-pole contacting type motor with circuit for suppressing radio interference. Cutting head was of "sickle-bar" type with cutter shaped like a farm mower cutter-bar. Effective hair guard. Workmanship, very good. Rated at 9 watts (7.4), low. Moderately noisy. Radio interference, slight. Did not shave very close, and unless considerable time was spent, a poor shave would result. 2



Sickle-bar type of shaving head.

Oscillating-Blade Shavers

A. Recommended

Electro-Shav (Electro-Shav Div., H. D. Campbell Co., Rochelle, Ill.) \$9.95. A razor using a *Gillette*-type blade; blade was moved back and forth parallel to the cutting edges by a small electric vibrator-type motor, rated at 9 watts (6.1). For use on a-c supply; when a-c not available should be used as ordinary safety razor. This electric motor had the highest temperature rise during operation of any tested but the rise was below accepted limits; in use, washing off the lather helped cool the device. Leakage current somewhat above accepted limits. Workmanship, very good. Fairly quiet. No radio interference. Gave very close and smooth shave, but care must be taken to hold the blade at proper angle to prevent cutting face, especially around the nose. 2

B. Intermediate

Racine Senior DeLuxe (Racine Universal

Motor Co., Racine, Wis.) \$5. Brand name did not appear on razor. Used Gillette-type blades in shaving head made by Gillette. The whole shaving head vibrated in a direction *perpendicular* to cutting edges, which gave a "chopping" motion. Workmanship, very good. No wattage rating was given (9.2). For use on a-c only. Very quiet. No radio interference. Assembly of blade in razor was rather difficult because permanently attached cord tended to twist during the process of un-

screwing the head. Shaving results fairly good, perceptibly better than with the unenergized blade of the regular Gillette safety razor. 1

Stahly "Live Blade" Stroke Saver (Stahly Inc., South Bend 4, Ind.) \$19.95. Used Gillette-type blades. Resembled conventional safety razor. In actual use the entire razor vibrated back and forth due to a rapidly rotating unbalanced rotor inside, in a direction parallel to cutting edges of the blade; rotor driven by hand-wound spring mechanism, which gave

3½ minutes of operation. Blade guards were suspended on springs so that blade could have a slight movement independently of the guard which comes in contact with the face. Workmanship, excellent. With a sharp blade and good lather there was practically no difference in shaving results whether or not the oscillating mechanism was working; the mechanism did improve the shave when the lather was meager or the blade dull. Results on leg hairs very good, in dry shaving. 3

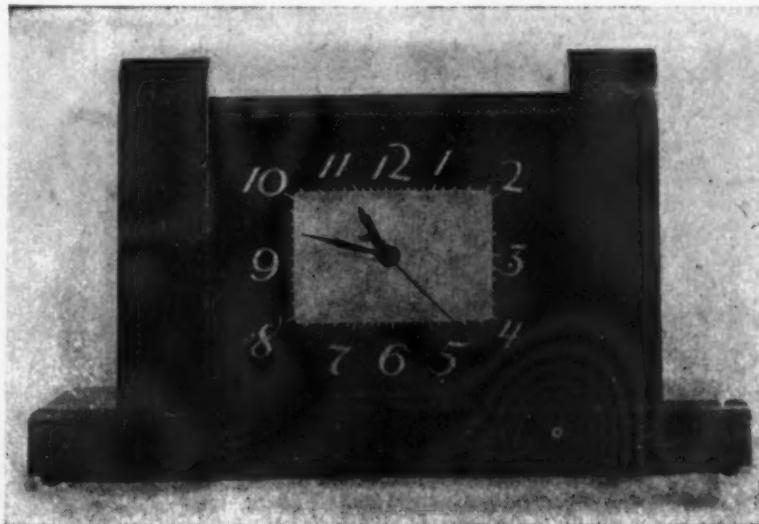


Some Post-War Clocks

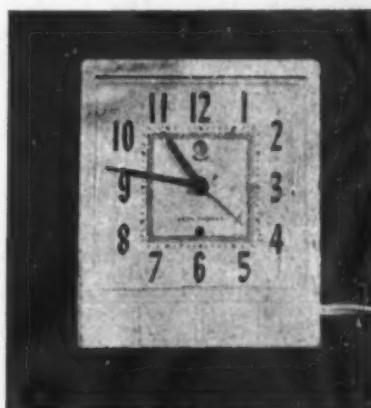
THE MARKING OF TIME is an important branch of the sciences that started with the early beginnings of man. The earliest civilized men judged time by the sun, moon, and stars, using sand and water-drip devices. Now we have accurate time-instruments, but these must still be synchronized with the same celestial bodies that guided man in an-

cient times.

During the early period of electric clock manufacture, clock making became the job of assemblers of geared electric motors, and clocks became a kind of electrical appliance. A mechanic instead of a jeweler did the repair work. And there was plenty of repair work needed, as the industry was new and many manufacturers were



Lackner Square "Neon Glo"



Seth Thomas

experimenting, often with too little regard for the customer's need to catch his train without fail.

The same transition that brought millions of electric clocks to drugstores and hardware stores also brought drastic departures from the conservative designs of spring-wound and pendulum-type clock cases that had been produced hitherto.

The situation today is much more favorable to the regular



Barr

clockmakers than before the war. Clock concerns used their facilities for the war effort, manufacturing special mechanisms for munitions, and only a few clocks. After the war, they could for the most part pick up their old tools and continue with old clock models. Their reconversion efforts, however, have been hampered by the obstructions that have plagued all American industry: strikes, poor workmanship, and material shortages and restrictions.

Tool- and die-making concerns and other "job shops" that flourished during the war production period are entering the electric clock industry, just as they have gone into other fields of electric appliance manufacture. Good tooling is an advantage in any industry, but a lack of knowledge of fundamental and scientific design of the product stands out more prominently in the clock field. In addition to design errors, the usual "bugs" or faults are always present in the first batch or pilot runs of any product. Thus it is that the new electric clocks, presently offered either by new or old clock concerns, as a group, are not likely to give long trouble-free service.

Some of the spring clocks are identical with pre-war prod-

ucts. Other alarm clocks show slight improvements in the use and application of materials. Some of the clocks tested ticked pretty noisily. Whether or not to purchase a clock that ticks is a matter of an individual's likes and dislikes. Some people flee from an unremitting ticking sound—others find a clock's tick a comforting companion in an otherwise too-quiet home. Some have distrusted the silence of an electric clock because of its failure to give a plain indication that it is running. Now telltale or stop-indicating devices and sweep second hands incorporated in electric clock mechanisms tend to offset this reaction, and better control of the alternating current supply has improved the accuracy of the clocks and cut down greatly the frequency of failures to tell time correctly.

ly. Stoppages due to current interruptions can never fully be avoided, though they may be rare in large cities.

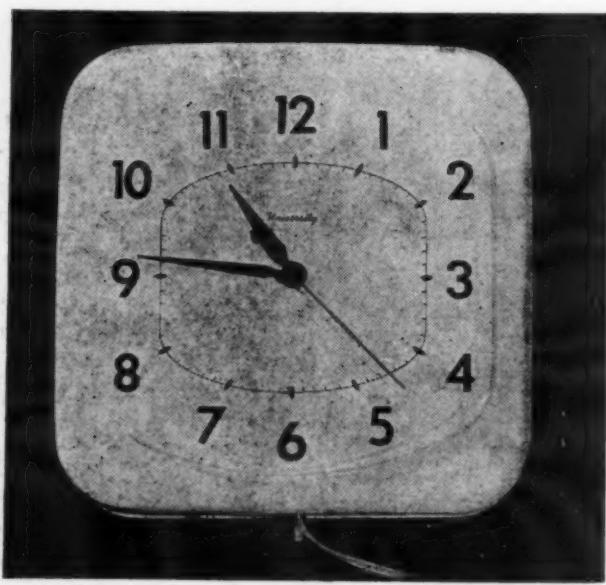
Electric Clocks

Electric clocks, if well made, do furnish accurate time at low cost (about 10 cents per month) in homes supplied with practically uninterrupted a-c electric power of "regulated frequency." Some electric clocks, on the other hand, may develop the serious fault of running slow, or, if not well made, will soon wear and become noisy, develop a hum or buzz, or stop completely.

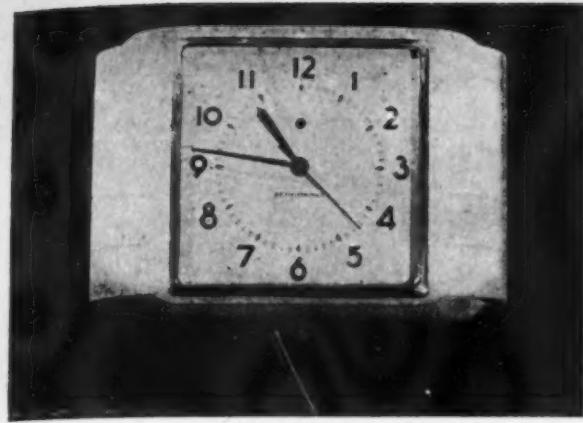
The three common types of electric clocks are:

Type 1. Non-self-starting. When a current interruption occurs, this type of clock stops and does not re-start until a knob on the end of the rotor shaft which extends through the case is spun manually. This type of clock is quite satisfactory where current interruptions are infrequent.

Type 2. Self-starting, with a telltale, or indicator, which usually shows red when the clock has been stopped by a current interruption, thus putting the user on notice that although the clock is running, it will not be indicating the correct time. Not quite as satisfactory as Type 1 because telltales are usually small, and close observation is re-



University



Seth Thomas

quired to determine what they are indicating.

Type 3. Self-starting, without telltale. This type can never be relied upon with certainty and hence cannot be recommended when one of the other types can be had.

A fourth type (probably not available at present) is equipped with an auxiliary spring clockwork mechanism which in the event of current failure will keep the clock running for several hours. This is the only type that it is safe to rely on almost completely.

Of the six electric clocks tested by CR, two were of Type 2 and four of Type 3.

In electric clocks the first spur gear of the gear train, which meshes with the driver pinion of the motor, is usually made of a special plastic and fiber composition rather than metal, to reduce noise. *It is important that gears of this type should be kept free of lubricant.*

CR's tests included accuracy of timekeeping, clocks being compared with a chronometer and with government time signals received on a short-wave receiver. All of the electric clocks kept perfect time during the test period (as all electric clocks should, unless defective). Current leakage tests were made as received and 24 hours after

use; all the electric clocks met CR's tolerances in this respect. Measurements were also made of power consumption. (Power used for the alarm and lamps when present, which do not run continuously and are not elements of timekeeping mechanism, was not included, as it was considered negligible.) Power required ranged from 2.3 to 2.9 kilowatt-hours per month or, at $3\frac{1}{2}$ c per kWhr., 8 to 10c per month.

Electric Clocks

C. Not Recommended

Hitt, Model No. E 854-003 (Seth Thomas Clocks, Thomaston, Conn.) \$5.50, plus \$1.10 federal tax. Type 2, with telltale or indicator. Wall clock, case of white plastic. Dial, 5-in. square. Motor rotor bearings sealed in oil. Quality of motor and gears good but former not protected from dirt. Time-setting mechanism judged of poor design, and case too fragile. 1

Barr (Barr Mfg. Corp., Weedsport, N.Y.) \$12.50, plus \$2.50 federal tax. Type 3, lacking telltale. Bakelite case approximately 4 in. high, $7\frac{1}{2}$ in. wide, and $3\frac{1}{2}$ in. deep. White numerals about $\frac{1}{2}$ in. high on black background with seconds indicated by divisions on revolving drum, all viewed through plastic window 3 in. x 1 in. Gears and pinions, with one exception, of heavy brass. Motor not sealed. Quality of all parts very good but motor somewhat flimsy; workmanship good. Motor noise noticeable. "Unconditionally guaranteed for one year," \$1 standard repair charge thereafter. Would warrant a *B-Intermediate* rating if equipped with telltale to show current interruptions. 3

Lackner Squire, Neon Glo (Lackner Co., Inc., Cincinnati) \$14.10, plus \$2.82 federal tax. Type 3, lacking telltale. Walnut case of picture frame design. Rectangular dial $6\frac{1}{4}$ in. wide by $4\frac{3}{4}$ in. high. Dial illuminated by two 6-watt lamps in porcelain sockets controlled by toggle switch. Numerals on exterior glass window and minute divisions printed on interior window which together formed dial, undesirable in case of breakage unless replacements are readily available. Motor in sealed can. Motor bearings sealed in oil but no provision for lubrication of other parts; result may be excessive wear and noisy operation. Quality of motor good, of gear train average. Labeled misleadingly as "Neon Glo." (Lamps were not of neon type.) Clock would warrant a



Lackner Three-in-One

B-Intermediate rating if equipped with telltale. 3

University (Industrial Tool & Die Works, Inc., Minneapolis 14) \$8.95, plus \$1.79 federal tax. Type 3, lacking telltale. Kitchen wall clock. Metal case 9 in. square with rounded corners. Window of thin plastic. Motor of light construction, not lubricated, and no provision for lubrication of other parts. Quality of motor poor, and as it was not protected, it could easily be stopped by dirt. Time-setting mechanism weak and poorly designed. A low-cost mass-production type of assembly. 3

Electric Clocks, with Alarm

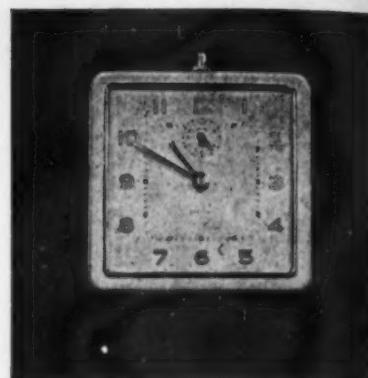
C. Not Recommended

Pyper, Model E 855-006 (Seth Thomas Clocks) \$4.95, plus 49c federal tax. Type 2, with telltale or indicator. Luminous dial \$1 extra. Case of ivory-colored plastic with projecting plastic window. Dial, 3½ in. square, easily read. Spring-wound alarm (which must be wound for each alarm period), with setting dial viewed through small hole in clock face and somewhat difficult to read. Motor rotor bearings sealed in oil. First sample tested was defective due to a metal burr lodged in fiber gear. Second sample did not have this defect. Quality of motor and gear train good but former not protected from dirt. Duration of alarm, short (25 seconds). Accuracy of alarm setting satisfactory. Case judged too fragile for constant hard usage. 1

Lackner Three-in-One (Lackner Co., Inc.) \$11.95, plus \$2.39 federal tax. Type 3, lacking telltale. Equipped with alarm. Molded bakelite case rectangular in shape, 5¼ in. high, 7¾ in. wide, and 3¼ in. deep. Dial illuminated by 6-watt 120-volt lamp in porcelain socket, controlled by toggle switch. Motor in sealed can. Motor bearings sealed in oil but no provision for lubrication of other parts; result may be noisy operation after a year or so. Quality of motor good, of gear train average. Alarm dial (15-minute divisions) located on back of clock. Accuracy of alarm only fair; duration (electric buzzer), ample, 1 hour 10 minutes. Vibration of alarm buzzer tended to loosen lamp in its socket. Labeled misleadingly, as "Neon Glo." 3

Alarm Clocks (Mechanical)

The best alarm clocks have not proved to be good timekeepers, at least since the discontinuance of the production of the fine *Westclox* 8-day jeweled clock at \$5, tested by CR in 1932, and found to be an outstandingly good performer. However, an alarm clock, if not depended upon for catching trains or other critical appointments, is good enough for wakening a sleeper and for the job of a "secondary" clock in the home. There are many matters of detail which are bad-



Westclox General



Gilbert Ruler

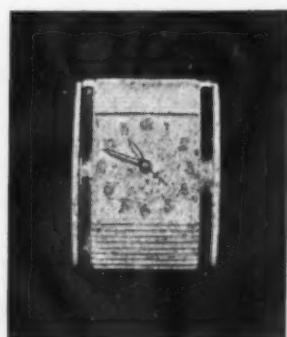
ly designed and executed in alarm clocks. The following considerations will be of some help in avoiding the less serviceable clocks in this class.

1. The case should be ruggedly constructed, with the glass of sufficient strength and so mounted as not to break easily when dropped. The glass should be *circular*, and *flat*, to make replacement possible at a reasonable price, when breakage occurs. The base of the clock should be flat and as broad as possible to give stability, so that the clock will not be upset easily, and it should have no external projections (legs, bell, etc.) to be broken off.

2. The pinions (the small gears into which the large ones mesh, and which get the greatest wear) should be made of steel; cut brass pinions, used in many cheap clocks to reduce cost of machining, wear out very rapidly. The plates supporting the arbors of the gears should have small depressions at the arbors, or the arbors (pivots) should project beyond the plates a little way to keep the oil from running away from the bearing surface. These points, unfortunately, are not readily observable except upon opening the case.

3. Choose a clock whose regulator is near the middle of its scale; otherwise it may be impossible to regulate the clock to reasonably accurate timekeeping.

4. It is wise to check that the alarm actually goes off at



Westclox Travalarm



Westclox Baby Ben

the time indicated on the alarm dial—not a half hour earlier or later.

All the following clocks were guaranteed for 90 days against defects in workmanship and materials.

Alarm Clocks (Spring Wound)

A. Recommended

Westclox Big Ben, Loud Alarm (Westclox Div., General Time Instrument Corp., La Salle, Ill.) \$4.95, plus 50c federal tax. Also available with chime alarm at \$5.95, plus tax. Luminous dial, 4-in. diameter. Metal case; alarm dial on face of clock graduated in 15-minute divisions. Quality of parts good. Timekeeping qualities, at room temperature, good;

at 40°F, fair. Alarm repeats 25 seconds "on" and 25 seconds "off" for about 4 minutes. Accuracy of alarm good. Ticking somewhat noisy. 3

Westclox Baby Ben (Westclox Div., General Time Instrument Corp.) \$4.95, plus 50c federal tax. Luminous dial, 2½-in. diameter. Metal case. Alarm could be set for soft or loud. Regulator opening equipped with shutter to prevent entrance of dust. Quality of parts good. Timekeeping qualities, at uncontrolled room temperature, good; at 40°F, fair. Duration of alarm short, 35 seconds. Accuracy of alarm good. One of the quietest ticking clocks tested. 3

B. Intermediate

Gilbert Ruler, Model 4639 (Wm. L. Gilbert Clock Corp., Winsted, Conn.) \$2, plus 20c federal tax. 40-hour alarm. Metal case. Dial, 3¾-in. diameter. Alarm gearing not well constructed for long life. Timekeeping qualities satisfactory. Duration of alarm 45 seconds. Accuracy of alarm fair. Ticking somewhat noisy. 1

General, Model 125 (Westclox Div., General Time Instrument Corp.) \$3.50, plus 35c federal tax. Luminous dial \$1 extra. One-day alarm. Metal case. Dial about 3½ in. square. Timekeeping qualities below average for this type of clock.



Westclox Big Ben

Duration of alarm 48 seconds. Accuracy of alarm poor. Ticking somewhat noisy. 2

Travelalarm, No. 451 (Westclox Div., General Time Instrument Corp.) \$5.95, plus 59c federal tax. One-day alarm. Luminous dial, 2 in. square. Plastic case with sliding shutter to protect plastic window. Alarm dial pointer is on same shaft as hour and minute hand and is set to divisions on time dial (12-minute intervals). One key wound time and alarm movements simultaneously. Quality of parts good. Timekeeping qualities satisfactory. Duration of alarm short, only 15 seconds. Accuracy of alarm only fair. One of the quietest running clocks tested. Judged to be a good compact alarm for use when traveling. 3

Gadget for Fishing Lines

THE FISHERMAN who occasionally loses a "big one" because of tackle which is too light may be interested in a device called "*Protectaline*" sold by the Husson Laboratories, 26 Cathedral Place, St. Augustine, Fla., at \$1.50 each. This device, which is sold in several sizes to suit fishing lines of various sizes, is claimed to "add tremendous extra service strength to your line" and "to prevent loss of your end tackle" by backlash.

Tests by CR have shown that *Protectalines* are actually effective and that they work as snubbing devices, functioning to divert some of the energy of the pull on the line to frictional losses.

Increase in apparent breaking strength of 5% to 8% on 15-lb. and 45-lb. line, respectively, were obtained with these devices when the load was applied at a slow rate. With more sudden application of the load,

the load carried by an 18-lb. line increased by as much as 50%. Some expert fishermen believed the device could not be used in fly fishing since its weight would make control difficult, also that under certain conditions of light there might be some reflection from the device itself. On the other hand the device would appear to be very useful to those fishermen who habitually use light tackle, to help them land the occasional big ones beyond the range of their tackle.

Dishwashing Machines

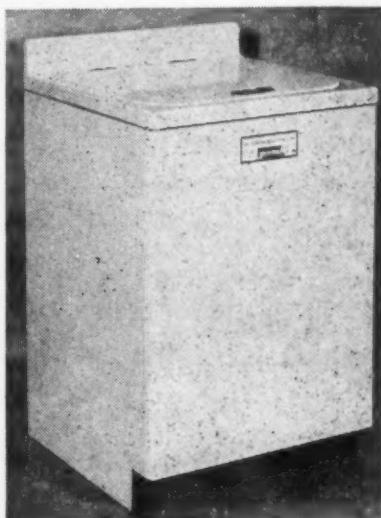
A Preliminary Report

HOMEMAKERS have become greatly interested in the possibility of using some mechanical means of doing the much disliked job of dishwashing, and many have hoped that a mechanical dishwasher would be available that would do the job quickly and easily, and with a minimum of manipulation. Apart from the matter of convenience, however, a basically important reason for using a mechanical dishwasher where water of sufficiently high temperature is available may be found in the report of a survey made by the New York City Board of Health on the effectiveness of dishwashing methods in 1000 of the city's restaurants. Although results of machine dishwashing were far from perfect, they were significantly better than those obtained by hand washing, and the investigators stated "that no great improvement in the quality of washed utensils will be obtained until a large majority of eating establishments have efficient mechanical or

combination manual-mechanical utensil washing devices." The U.S. Public Health Service Code for public eating places requires immersion of dishes after washing, for at least 2 minutes in clean water at a temperature of not less than 170°F or for $\frac{1}{2}$ minute in boiling water; the Code further states that when dishwashing machines are used, a shorter exposure period for the final high temperature water treatment may be employed because of the high wash-water temperatures, higher concentration of the detergent, and more effective soil removal in the dishwashing machines.

As water at temperatures much above 140°F contributes to plumbing failures, especially of hot-water tanks, domestic rinsing of dishes at scalding temperatures if desired had better be accomplished by using water heated on the stove or by some other means independent of the home water system. Fortunately, it has been fairly well established that the wash-

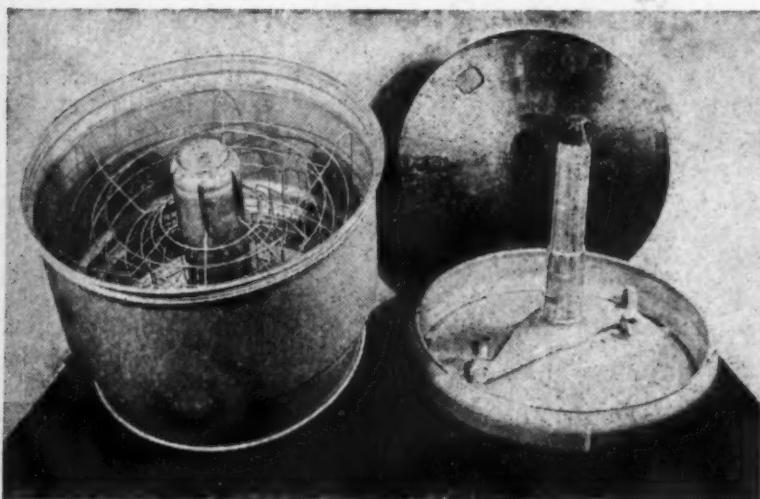
water temperature for machine dishwashing should be about 140°F. Water much cooler is not as effective in removing greasy types of soil, and water of very high temperatures may "cook" and harden some types of food soil, making it more difficult to remove.



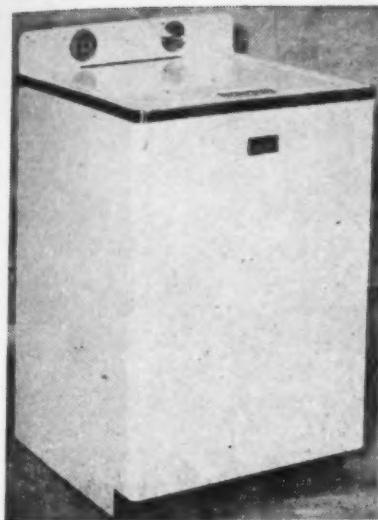
General Electric Automatic,
Model BE-646

Much of the possible sanitary advantage of the mechanical dishwasher may be lost in a home where the hot-water supply is inadequate in amount or its temperature low—points to be taken into consideration before buying a dishwashing appliance. In a great many instances it will be found that the needs of the individual family will be such that the purchase of a dishwasher will not be practicable, and the problem should therefore be reviewed with care before making a decision.

Use of a dishwasher in a family of less than five can probably not be justified from the standpoint of time saving,



Thor Automagic Combination Clothes Washer and Dishwasher, Model 200



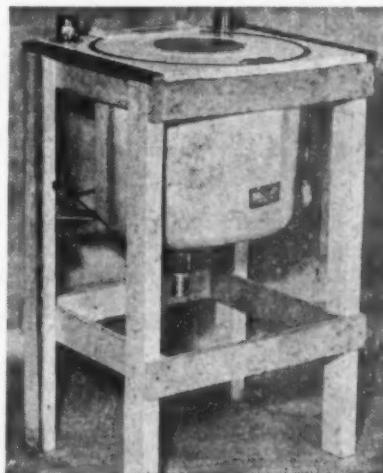
Dishamatic

but if the dishes are rinsed after each meal and held in the dishwasher, to be washed once a day, there may possibly be some actual saving of time even in a small family. Certainly the housewife is able to reduce to some extent the trouble involved in cleaning up after meals, although our observations would indicate that the saving of time and trouble by the dishwashing machine may be considerably less than most prospective users will expect it to be.

Although much advertising of dishwashers has been seen in the press and a great deal of publicity has appeared in newspaper and magazine articles, the machines are actually quite difficult to buy, especially if one wants a particular make, and CR has found only four actually purchasable for test up to this time. (One advertisement offered a dishwasher some months ago for immediate delivery, but when a prospective buyer went to the department store to purchase, it was learned, as happens so often in appliance purchasing these days, that the store would be

glad to take orders for future delivery at some not definitely specified date.)

Of the four machines tested, the *General Electric* was completely automatic; the *Lake State Dishamatic* was equipped with self-contained water-heating unit and was automatic, unless the user desired to reduce the time required for washing, rinsing, and drying operations. The *Thor* was a non-automatic combination clothes washer and dishwasher; the *Kaiser* was the only non-electric unit, the energy to operate its mechanism being supplied by the water under pressure in the supply piping. The self-contained water-heating equipment of the *Dishamatic* would be an advantage where the supply of hot water was limited or lacking during all or part of the year.



Kaiser Hydraulic

The electric machines were given the standard electrical leakage and proof-voltage tests, temperature rise of the motors during operation was measured, and power input and water consumption were noted.

All of the machines were given a careful engineering examination and were subjected

to an actual dishwashing test in which they were loaded with dishes soiled 5 hours before the test started, as shown in the accompanying table. (These were not capacity loads.)

Calgonite (vitreous sodium phosphate and alkaline silicates of soda) was used as the detergent but, as the makers of the *Kaiser* recommended *Chat*, a second test was made on their machine with dishes dirtied in exactly the same manner but with *Chat* (potassium soap, trisodium phosphate, sulphonated synthetic detergent, sodium silicate, and sodium pyrophosphate) used as the detergent. The capacity of the *Kaiser* was much smaller than that of the other three machines, which accounts for the smaller number of items placed in this dishwasher. It is realized that in most households dishes would not be left without rinsing for 5 hours, especially if soiled with the types of food listed here. However, though severe, the same procedure was used throughout the tests and results do give a sound basis for judging the comparative effectiveness of the appliances in washing tableware.

All the electric machines were found satisfactory as to electrical safety. Temperature rise of the motors was below accepted limits except as noted. Controls in all cases were easily accessible. Measured maximum power input is shown in parentheses following the manufacturer's power rating. The finish of the dishwashers showed no damage during tests except in one case, as noted. Ratings are cr47.

B. Intermediate
Dishamatic (Lake State Products, Inc., Jackson, Mich.) \$224. Electric, and

Type of Item Washed	Dirtied with	Number of Items in Test Load			
		General Electric	Dishamatic	Kaiser	Thor
Dinner plates	Soft-boiled egg	3	3	1	3
	Melted lard	2	2	1	2
	Raspberry jam	2	2	1	2
Coffee cups	Coffee and sugar	5	5	3	6
Saucers	Soft-boiled egg	2	2	1	3
	Melted lard	1	1	2	4
	Raspberry jam	2	1	1	2
Soup plates	Tomato soup	4	3	2	2
Egg cups	Soft-boiled egg	3	3	2	3
Glass tumblers	Milk	3	3	3	5
Total number of dishes and glasses		27	25	17	28

Table knives	Melted lard	5	5	5	5
Table forks	Melted lard	5	5	5	5
Teaspoons	Melted lard	5	5	5	5

automatic after machine was loaded and the detergent cup was filled when maximum time cycle (30 minutes) indicated on dial was used; any reduction in time of operations required presence of the operator. Machine had self-contained water-heating equipment. Usable inside dimensions of dish compartment 20 in. square x 16 in. deep. Power rating 1700 (1765); this included power input to water heater. Operating time, under automatic control conditions, including washing, rinsing, and drying, 30 minutes; this was much the slowest of the dishwashers tested, but when an attempt was made to shorten the operating time, results were much less satisfactory. (Water-heating time was an approximate 31 minutes additional from a cold start.) Energy consumption 3.3 kWhr. per day, equivalent to approximately 11.5c, to heat water and run motor for 3 dishwashings and to cover "stand by losses" for a 24-hour period; "stand by losses" alone approximated 0.8 kWhr. or 3c per 24-hour period. Amount of water used, 3 gal. Total energy input for water heating and dishwashing operations, 731 watt-hours (2.5c approximately). Dishwashing results, fairly good. General appearance and construc-

tion of the appliance, good. **3**
General Electric Automatic, Model BE-646 (General Electric Co., Bridgeport, Conn.) \$224.50. Electric, fully automatic operation after machine was loaded and the detergent cup filled. Usable inside dimensions of dish compartment 20 in. square x 16 in. deep. Power rating not shown (380). Total operating time, approximately 10 minutes. Energy input, 77 watt-hours. Temperature rise of motor while operating, far above accepted safe limits in first test made, but in second and later tests, temperature rise was within proper limits. Amount of hot water used, 4.9 gal. Dishwashing results, fairly good. General appearance and construction, good. **3**

Thor Automagic Combination Clothes Washer and Dishwasher, Model 200 (Hurley Machine Div., Electric Household Utilities Corp., Chicago 50) \$169.50 for washer plus \$59.95 for dishwasher attachments. Usable inside dimensions of dish compartment 20-in. diameter x 13 in. deep. No power rating (600). Operations manually controlled but normal operating time as suggested by manufacturer, 10 minutes. Energy input, 71 watt-hours. Amount of hot water used, 6.5 gal. Dishwashing results,

fair. General appearance and construction, good. **3**

C. Not Recommended

Kaiser Hydraulic (Kaiser Fleetwings, Inc., Bristol, Pa.) \$127.15 for standard chassis without cabinet. (Mechanism was mounted in a frame, for the purposes of CR's tests. Usable inside dimensions 18-in. diameter x 11 in. deep; capacity would be insufficient for many households. Non-electric semi-automatic mechanism is operated by water pressure in supply line, which must be at least 40 lb. per sq. in. (water pressure during test procedure was maintained at 48 lb. per sq. in.). Normal operating time, 8 to 10 minutes. Amount of hot water used, 8.9 gal. This dishwasher was given two use tests, one using *Calgonite*, the detergent used in the other machines tested, and one using *Chat*, recommended by the Kaiser Corp. Dishwashing results were poor in both trials, and somewhat worse with *Chat* than with *Calgonite*. The white lacquer finish on outside top surface of the dish compartment became blistered during the test, possibly due to the action of concentrated detergent. General appearance, good; construction, fair. **1**

Power Lawn Mowers

(Second Report)

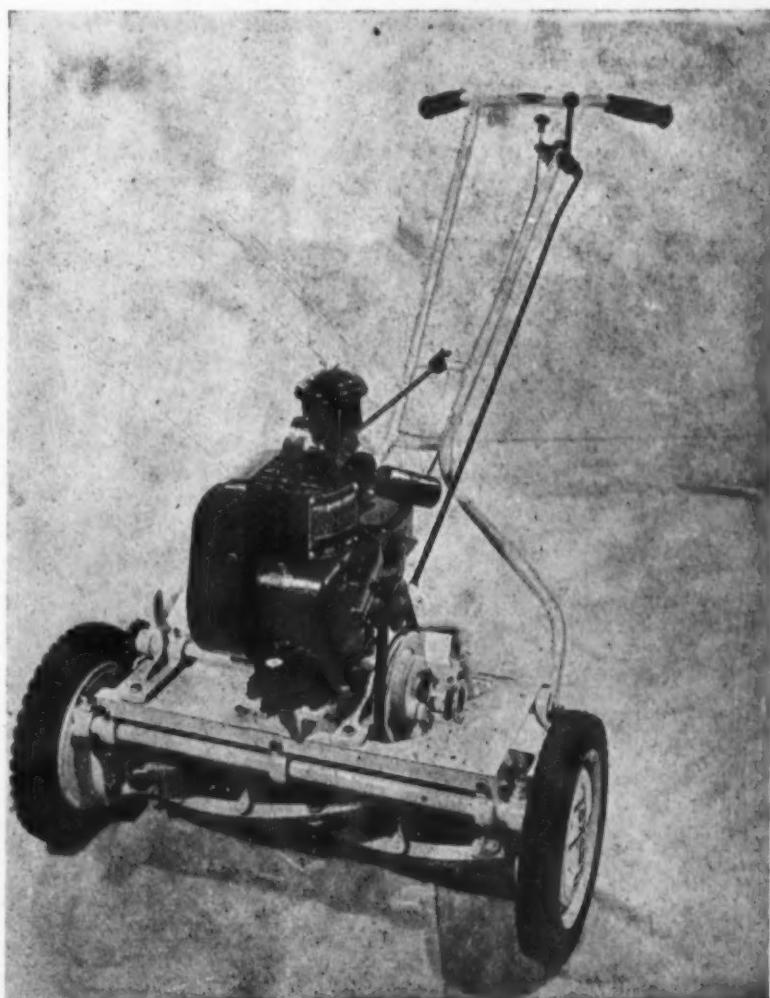
THE seven power lawn mowers reported in CONSUMERS' RESEARCH BULLETIN, July 1947, were given grass-cutting tests on a large lawn, the grass of which was of thick, well-established growth and approximately 3 inches in height above the bar knife. The mowers were used by three operators accustomed to working with power mowers. Their opinions after use of each mower were carefully noted and compared at the end of the test. (Their judgments agreed closely; each operator individually listed the mowers in the same order of merit from the standpoint of convenience in use.) All objected to the mowers equipped with 2-cycle engines, in which the lubricating oil is required to be mixed with the gasoline, for such mowers produced considerable exhaust smoke, which was very unpleasant and would, we believe, be a hazard to the health of the operator, under unfavorable conditions.

With one exception all of the mowers did a good job of grass cutting. The exception was the "Mow-Master," a rotary flat-knife type, which unless the lawn was very level tended to dig in and "scalp" the lawn in spots. When the engine (which as received was diffi-

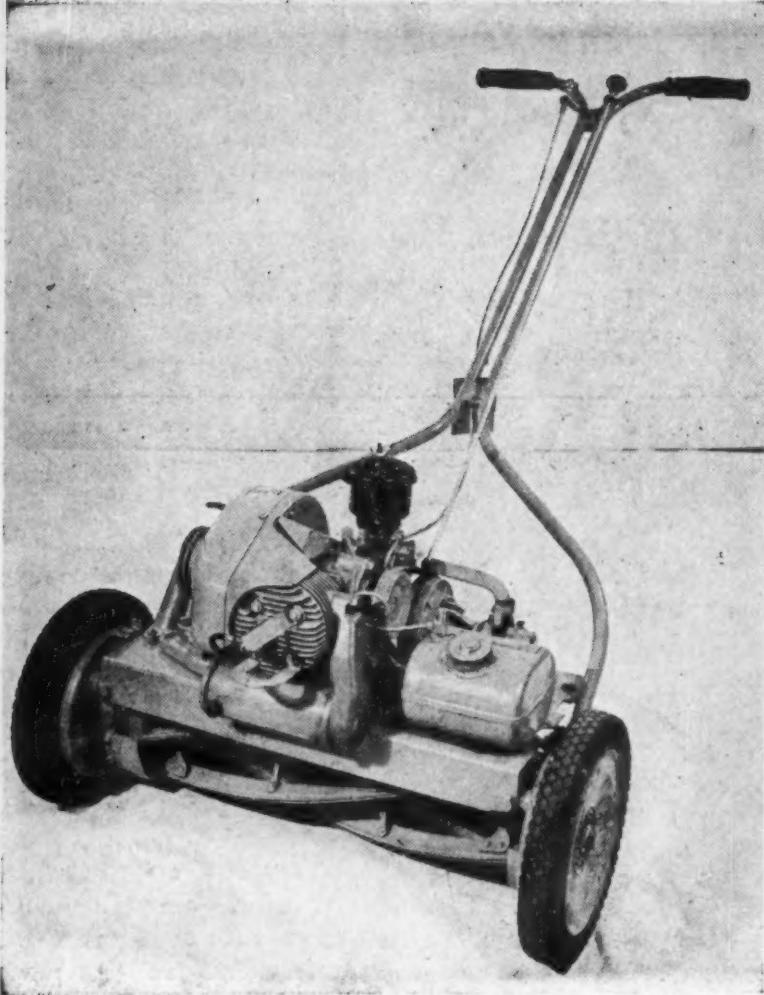
cult to start, and did not run properly) was repaired by an automobile mechanic, it performed well; the mower cut high weeds and grass without difficulty.

This mower was judged hazardous as it had no safety guard at the front end. In starting the engine it was easily possible for the operator to place his foot in the path of the revolving blades, or in attempting to adjust the engine (which would have to be done with the engine running), to get his hand or fingers in the path of the blades—which revolve at high speed and so are practically invisible, especially in a poor light.

Comments on each mower as to its behavior in the actual use tests follow. For information on previous test findings, subscribers should refer



Eclipse Rocket



Lawn Queen

to the July issue.

Rotating-Reel Type

A. Recommended

Eclipse Rocket (The Eclipse Lawn Mower Co., Prophetstown, Ill.) \$125. Maximum speed approximately 3 miles per hour. Slowest speed slightly less than 2 miles per hour. Mower very easily handled. Clutch control assembly was defective, but distributor advised that repair parts were not available for at least 30 days. **2**

Homelawn (Toro Mfg. Corp., Minneapolis) \$122.50. Maximum speed approximately $3\frac{1}{4}$ m.p.h. Slowest speed approximately $2\frac{1}{4}$ m.p.h. Judged easily to rank first of all mowers tested in ease of handling. This was in part due to the fact that the handle was pivoted and not rigidly attached to the mower with

the result that vibration and jars from passing over uneven ground were not transmitted to any great extent to the operator. **2**

B. Intermediate

Lawn Queen (Jacobsen Mfg. Co., Racine, Wis.) \$139. Maximum speed approximately 3 m.p.h., slowest speed approximately 2 m.p.h. Mower very easily handled, slightly better in this respect than *Eclipse*. 2-cycle engine smoked considerably; otherwise mower would have warranted and **A** rating. **3**

Pincor P-20 (Pioneer Gen-E-Motor Corp., Chicago) \$150. Maximum speed approximately 4 m.p.h., slowest speed 2 m.p.h. Fairly easy to handle but somewhat tiring to operator. Shocks transmitted to handle, which was rigidly connected to mower, were more pronounced than in

any other mower tested. In use, reel structure found insufficiently strong. When a hard object such as a bone or bit of wire was struck, reel blades were readily bent out of shape. (Shear pin did not function.) Necessary repair was difficult to make. Might warrant a **C** rating on this account. **3**

C. Not Recommended

Roberton, Model KG-64 (King Pneumatic Tool Co., Chicago) \$99.50. Maximum speed approximately 4 m.p.h., which could only be changed by resetting governor adjustment on engine, which was inconvenient to do. It was evidently intended that the operator would set the speed at a value most suited to his convenience and leave it at that adjustment permanently. Somewhat awkward to operate because of the inconvenient arrangement of depressing handle as the means of operating clutch (slipping belt) to propel mower. Reel ran continuously, which is undesirable, particularly if graveled driveways have to be crossed; this method of operation subjects mower to unnecessary wear. **1**

Cyclo-mower (Doyle Mfg. Corp., Syracuse) \$154.50. This mower was not self-propelled; the engine functioned only to drive the cutting reel. As it was much harder to push than many hand lawn mowers, there would not appear to be justification for the average user to buy a mower of this type. 2-cycle engine, which smoked considerably. **3**

Rotary Flat-Knife Type, Disk or Arms Rotating in a Horizontal Plane

C. Not Recommended

"*Mow-Master*" (Propulsion Engine Corp., Kansas City, Kansas) \$149.50. Though not self-propelled, was, on account of its type, very easy to push. Did a satisfactory job on level ground in cutting grass of normal height. Not satisfactory on bumpy ground. 2-cycle engine, which smoked badly and was so designed as to be hard to service. Considered potentially hazardous, both on account of its type and because of lack of necessary guarding around revolving knife. **3**

A Note on High-Speed Lenses

FEW amateurs realize that when they buy fast lenses, they are frequently sacrificing good performance for a high speed which they will rarely, perhaps never, need. Even when the high-speed lens is stopped down to correspond with the speed of a much cheaper lens, the faster lens will be the less desirable of the two. This comes about because the design of any lens must be a compromise between its maximum speed or aperture and correction of the various defects or aberrations; it is impossible to correct fully (at any aperture) any high-speed (large-aperture) lens. Lenses with the precise corrections that give critically sharp definition over the whole negative are necessarily designed to work at small apertures. Many readers are likely to assume that the post-war lenses are to be of an entirely different quality and character than those made before 1942, that they will be much improved over the pre-war product. While this may be true in a very few cases, no general assumption of this kind is warranted, and it is important to remember that supposedly identical lenses, especially those made by quantity production methods (as most recently made lenses are), will be found to vary widely in quality. It is also important for the camera buyer who must be frugal in his expenditure, to note that the great popularity of very fast lenses among people who have little use for

the high speed—but who do not know this and are in the main not sufficiently skilled to employ the lenses effectively—has brought about a marked reduction in the market value of

low-speed lenses (particularly secondhand ones), as a result of which lenses of the finest makes working at f:7.7, f:6.8, f:6.3, or f:5.6 could often be bought very reasonably (except of course during the extreme scarcity period of the war and post-war period, when almost any lens sold for an outrageously high price).

An f:4.5 lens in a good shutter will answer the requirements of all except those who wish to do stunt work, for the coming of the new super-speed emulsions and the possibilities of synchronized flash have left little reason for the use of very fast lenses by the average amateur. Incidentally, a camera equipped with an f:4.5 lens will be materially cheaper, and one at f:6.3 still more inexpensive, than a camera equipped with a fast lens. It cannot be too greatly emphasized that such medium-speed, low-cost lenses will serve every normal purpose of the photographic amateur, and in a good many cases will serve better than a high-speed lens operated at an opening too large to give satisfactory depth of focus. It would perhaps be fair to say that any one of the three speeds, f:4.5, f:5.6, or f:6.3, or even f:7.7, will be quite good enough for 99 percent of users and perhaps 90 percent of the photographic work that even the skilled amateur commonly does. It will often pay to buy a secondhand Kodak 25 years old

Binders for CR's Bulletins

THE following two styles of binders, suitably imprinted for Consumers' Research material, are available to subscribers at cost plus a small handling and mailing charge:

Black Fiberboard Binder

A durable, fiberboard binder, with *Acco*-type metal fastener for securing the BULLETINS. 35c postpaid (Canada, 45c). This binder can be used only with BULLETINS that are drilled or punched (2 holes needed).

Imitation-Leather, Non-Flexible-Cover Binder

Uses simple device of straight wires for securing the BULLETINS, and does not require that they be punched or drilled. \$1.25 postpaid (Canada, \$1.50). The wire-type binder has two advantages: it permits the BULLETINS to open flat, and it reduces wear on them—important when they are much handled and frequently referred to.

Either type of binder easily holds a full year's issues of CR's BULLETINS. The fiberboard binder is thinner than the other but will hold 18 of the monthly issues.

or more, or other old-fashioned camera of limited capabilities complete with an f:6.3 *Cooke* or *Tessar* lens in *Compur* or *Compound* shutter, for example, and thereby obtain first-class

lens and shutter equipment to be installed in a better plate-and film-pack camera ("box" and bellows, often purchasable at very moderate prices). The cost of the combination will

likely be less than would have to be paid for a first-class lens alone if the consumer had mistakenly insisted upon a high-speed lens in a modern, widely advertised camera.

Abridged Cumulative Index of Previous 1947 Issues Consumers' Research Bulletins

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†indicates that listings of names are included.

Off the Editor's Chest

[Continued from page 2]

about determining the "reliability" of a manufacturer or merchant? One conceivable test would be to study the record, if it were available, of his policies in replacing defective products. Many a consumer has had the sad experience of getting an appliance which is known as a "lemon," one which does not function properly from the first. It is no solution to have the dealer assure such a purchaser that he has never had any complaints from anyone else, even if such an assertion could be relied upon as truthful. Certainly from the consumer's point of view, a reliable company is one which replaces a poor or poorly-adjusted appliance with

one that functions properly, or refunds the amount the consumer has paid. We regret to say that we do not know of more than a very few companies that consistently support and live up to such a policy. Probably failure to follow such a policy is more conspicuous in the paint industry than in most of the trades that have a reasonably good scientific and technical foundation.

The paint manufacturer further made the point that CR was opposed to the idea that consumers would get the value of their money by making their purchases on the assumption that their sources of supply were conducted by men of honesty and integrity. It is, however, not a question of CR's opposition to a point of view, but one of the facts. Looking over voluminous files of

Federal Trade Commission and Food and Drug Administration cases, one is struck by the fact that it is not just the little unknown fellow who is guilty of advertising and sales misrepresentations, and adulterations of foods and drugs, but some of the "very best people" and some of the biggest and oldest firms in the business world that have been found guilty of violations.

Granting, for the sake of argument, that a manufacturer of some particular product has all the honesty and integrity in the world, the quality and performance of the product he turns out—hence its value to consumers—will be determined to a considerable extent by the caliber of his research men and engineers, and the skill, care, and responsibility of his pro-

(Concluded on page 31)

PHONOGRAPH RECORDS

By Walter F. Grueninger

Please Note: Prices quoted do not include taxes. In the ratings AA indicates highly recommended; A, recommended; B, intermediate; C, not recommended.

I am now using a GE Variable Reluctance pickup with a preamplifier and equalizer designed and made by Edward W. Brown, Jr., of Deepwood Dr., Lexington, Kentucky. An excellent high-fidelity combination.

The pickup head is mounted on the arm of a Model 56 Webster record changer.

ORCHESTRA

Blitzstein: Symphony—*The Airborne*. Robert Shaw (narrator), Charles Holland (tenor), Walter Scheff (baritone), Chorus, New York City Symphony Orchestra under Bernstein (13 sides) & *Dusty Sun*. Scheff (baritone) (1 side). Victor Set 1117. \$8. Pretentious, phony-folksy work which I forced myself to hear. Excellent recording. Good performance except for the condescending delivery of the narrator.

Interpretation A
Fidelity of Recording AA

Handel: *Water Music*—Suite. Philadelphia Orchestra under Eugene Ormandy. 4 sides, Columbia Set X279. \$3. Rich, robust music that has stood the test of time. The performance captures the spirit of the music and is well recorded.

Interpretation AA
Fidelity of Recording AA

Schubert: *Symphony No. 9 in C Major*. Philharmonic-Symphony Orchestra of New York under Bruno Walter. 12 sides, Columbia Set 679. \$7.35. The symphony, one of "heavenly length," is a masterpiece. The performance—substantially the same as the Bruno Walter-London Symphony Victor Set 602—best competitor. The new set offers less bass but more highs, better dynamic range, body and clarity. The close vote goes to Columbia.

Interpretation AA
Fidelity of Recording AA

Shostakovitch: *Symphony No. 9*. Philharmonic-Symphony Orchestra of New York under Efrem Kurtz. 8 sides, Columbia Set 688. \$5. A gay, melodious new work brilliantly performed and recorded.

Interpretation AA
Fidelity of Recording AA

Tchaikovsky: *Serenade in C Major for String Orchestra*. Philadelphia Orchestra under Eugene Ormandy. 6 sides, Columbia Set 677. \$4.20. Charming work enjoyed by lovers of symphonic music as well as those who contend Victor Herbert is the last word. Compared to competitive BBC Symphony Boult-conducted Victor Set 556, the new recording offers a little more harshness, dynamic range, body in string recording, highs; fewer lows; less transparency. Ormandy drives his men harder but they can take it. Nearly a tossup, with a slight preference for Ormandy.

Interpretation AA
Fidelity of Recording AA

CONCERTO

Bartok: *Concerto for Violin and Orchestra*. Yehudi Menuhin (violin) with the Dallas Symphony Orchestra under Dorati. 10 sides, Victor Set 1120. \$5.85. Difficult to grasp, this modern work will appeal to few. Recording of orchestra, blurred; violin, harsh. Several noisy surfaces.

Interpretation A
Fidelity of Recording B

Rachmaninoff: *Concerto No. 3*. Cyril Smith (piano) with the City of Birmingham Orchestra (England) under Weldon. 10 sides, Columbia Set 671. \$6. The concerto, considered one of Rachmaninoff's best, is complex. This set does not challenge Victor Set 710 in performance or recording. Surfaces are more quiet, however.

Interpretation B
Fidelity of Recording B

Wieniawski: *Concerto No. 2*. Isaac Stern (violin) with the Philharmonic-Symphony Orchestra of New York under Kurtz. 6 sides, Columbia Set 656. \$4. Romantic music that is quite popular but Stern's performance falls below that of Heifetz in Victor Set 275, though he is better recorded.

Interpretation B
Fidelity of Recording A

CHAMBER AND INSTRUMENTAL

Bach: *Sonata for Unaccompanied Violin*, No. 3 in A Minor. Ruggiero Ricci (violin). 4 sides, Vox Set 187. \$5. Many connoisseurs will welcome this set. What a joy to hear brilliant young Ricci brush aside technical traps. Excellent recording on plastic.

Interpretation AA
Fidelity of Recording AA

Brahms: *Sonata in F Minor* (Op. 120, No. 1). William Primrose (viola) William Kapell (piano). 6 sides, Victor Set 1106. \$3.85. Brahms wrote alternate parts for viola or clarinet. The work, difficult to grasp, will not appeal to many. Beautifully played and recorded excepting for strident tones of the viola in higher registers. A series of nicks, beginning 1½ inch in, mar my copy of side 1.

Interpretation AA
Fidelity of Recording A

Britten: *Introduction and Rondo alla Burlesca* (2 sides) & *Masurka Elegiaca* (2 sides). Curzon & Britten (duo-pianos). Decca Set EDA 17. \$5. These compositions by an English contemporary never rise above the commonplace. Import.

Interpretation AA
Fidelity of Recording AA

Hovhaness: *Mihr* and *Invocations to Vahakn*—IV & V. (3 sides) & **Cage:** *Amores*—I & IV (1 side). Maro Ajemian (piano) assisted by Alan Hovhaness. Disc Set 875. \$3.75. Music by contemporary experimenters. In *Mihr* two pianos imitate an orchestra of Kanoos, Near East zither-like instruments. *Invocations* offer one piano and some percussion instruments. *Amores* presents music played by a prepared piano—tranquil, erotic, suggesting bells, gongs, blocks, etc. Definitive performance. Some surface noise.

Interpretation AA
Fidelity of Recording B

Mozart: *Quartet in E Flat* (K 493). Szell (piano) and members of the Budapest Quartet. 6 sides, Columbia Set 669. \$4. Gentle, dreamy work rarely played. Superior performance. Recording of piano, dull. Tops competitive Victor Set 438.

Interpretation AA
Fidelity of Recording A

Ravel: *Trois Chants Hebraiques* (2 sides) & *Chansons Madecasses* (4 sides). Madeleine Grey (soprano). Vox Set 186. \$3.75. The music's appeal is limited though the last two sides of the *Madecasses* are particularly effective. Ravel, it is said, approved of the singer when this recording was made for French Polydor. Surface noise, blurring of instrumental background, and extraneous sounds on side 6.

Interpretation AA
Fidelity of Recording B

Schubert: *Quartet in E Flat* (Op. 125, No. 1). Guilet String Quartet. 6 sides, Concert Hall Society Set AE. \$6.85. Unlimited edition. Melodious work, welcome addition to the catalogue. Expert performance pressed on plastic. Side one recorded at lower volume level than side two and just a little fuzzy. Otherwise, splendid, transparent recording.

Interpretation AA
Fidelity of Recording A

Schubert: Sonata in E Flat Major (Op. 122). Kathleen Long (piano). 6 sides, Decca Set EDA 26. \$7. Poetic music for the connoisseur played with understanding. Recorded in a resonant chamber at a rather low volume level. Some surface noise.

Interpretation AA
Fidelity of Recording A

Siegmeister: American Sonata. Composer at the piano. 4 sides, Disc Set 773. \$3.25. Rumba, boogie, ballad, spiritual, cowboy find themselves here but not admired by me. Authoritative performance, thin recording, surface noise.

Interpretation AA
Fidelity of Recording B

LIGHT, FOLK, AND MISCELLANEOUS

Creole Songs. Adelaide Van Wey (contralto). 6 sides, Disc Set 629. \$3. Interesting folk material, well sung and recorded. Surfaces fairly quiet.

Interpretation AA
Fidelity of Recording AA

Esquire's All American Hot Jazz: Volume 2. Armstrong, Ellington, Hampton, Goodman, etc. (Jazz bands). 8 sides, Victor Set HJ 10. \$3. Four sides were recorded at one session featuring musicians who won awards. Three sides were recorded with name bands at different sessions. One side is a re-issue of a collector's item. On the whole, a good album for one who wishes to become acquainted with the styles of the jazz bigwigs.

Interpretation AA
Fidelity of Recording A

Flamenco. Soledad Miralles (singer) Carlos Montoya (guitarist). 6 sides, Disc Set 721. \$3.50. This primitive Spanish music fascinates me. The guitarist is superior to the singer. Included are "Tango de Cadiz," "Bulerias," "Seguidilla Gitana," "Alegrias," etc.

Interpretation A
Fidelity of Recording AA

Folksongs and Ballads. Susan Reed (singer). 6 sides, Victor Set 1086. \$3. The most successful of the feminine ballad singers finally reaches the record public. Simplicity of style and clear diction are her outstanding attributes. Very well recorded. Included are "Venezuela," "Molly Malone," "The Old Woman," "Jennie Jenkins," etc.

Interpretation AA
Fidelity of Recording AA

Herbert: Selections from Sweethearts. Carroll, Greer, Wrightson, Lind, etc. (singers). 8 sides, Victor Set P 174. \$3.75. A charming Victor Herbert score sung just right.

Interpretation AA
Fidelity of Recording AA

In the Csarda. Alexander Sved (baritone). 8 sides, Victor Set S47. \$3.75. An album at one sitting becomes monotonous, but taken piecemeal, these are rich, familiar, Hungarian folksongs, presented with feeling. The recording, however, made in late 1946, sounds "thick" as did many of those recorded in the early 30's.

Interpretation AA
Fidelity of Recording B

Latin American Folksongs. Olga Coelho (soprano-guitarist). 6 sides, Victor Set S 50. \$3. A few hours after Olga Coelho of Brazil recorded this album in New York she told me she was delighted with the work of the engineers and with her performance. She had good reason to be, as these disks show. Her brief introduction in English to each song adds distinction to a set which in all ways is quite fascinating. Included are "La Mulita," "Coplas," "Ay ay ay," "El Manicero," etc.

Interpretation AA
Fidelity of Recording AA

Maxine Sullivan Anniversary Album (singer). 6 sides, International Set 29. \$3. Six of the artist's favorite numbers, sung in her intimate style. Included are "Loch Lomond," "If I Had a Ribbon Bow," "Jackie Boy," etc. Neither recording nor surfaces can be praised.

Interpretation A
Fidelity of Recording B

Memory Waltzes. Frank De Vol and His Orchestra. 8 sides, Capitol Set BD31. \$3.75. "Symphonic arrangements of famous American waltzes," the blurb states. Pleasant dinner music. Included are "Wonderful One," "Shadow Waltz," "I'll See You Again," "Three O'clock in the Morning," etc.

Interpretation AA
Fidelity of Recording A

New Friends of Rhythm (orchestra). 6 sides, International Set 30. \$3. Novelty dance tunes played by strings, harp, guitar, clarinet. Titles include "Platter Chatter," "High Voltage," "Nightcap," etc. Mediocre recording and noisy surfaces.

Interpretation AA
Fidelity of Recording B

New Orleans Jazz. Kid Ory and His Creole Jazz Band. 8 sides, Columbia Set C 126. \$4. Effective example of New Orleans jazz style played by men who know how. Recorded recently.

Interpretation AA
Fidelity of Recording A

Old Music Box Melodies. 6 sides, Set RB1. \$5. Bornand Music Box Record Company, 333 Fifth Avenue, Pelham 65, N. Y. Excellent reproductions of disk and cylinder music boxes. Included are religious, operatic and waltz favorites.

Interpretation A
Fidelity of Recording AA

Roll Jordon (Spirituals in Rhythm). Allen Roth conducts His Orchestra and the Carolina Choristers. 8 sides, MGM Set 2. \$3.75. Wedding spirituals and modern popular music sound like an unfortunate event. Few sides do I care to hear twice. The gifted performers deserve better material. The recording loses some of its fidelity, I fear, through noisy, inferior surfaces.

Interpretation AA
Fidelity of Recording B

Sing of America. Tom Scott (folksinger). 8 sides, Signature Set S5. \$4.75. Tom Scott's rich bass voice, which has endeared him to concert and radio audiences throughout the land, records well. The "Foggy Foggy Dew" exposes a lack of vocal line but the fast numbers certainly deserve high praise. Among these fine old songs are "Haul Away Joe," "John Henry," "Billy Boy," "Two Wings," "The Riddle Song," etc. Quiet surfaces.

Interpretation A
Fidelity of Recording AA

Songs by Sinatra: Volume I (crooner). 8 sides, Columbia Set C 124. \$3. Songs of "enduring popularity," the blurb states: "I'm Sorry I Made You Cry," "How Deep is the Ocean," "Embraceable You," etc. Sentimental, suiting the personal style of Sinatra, which I dislike. But many disagree with me!

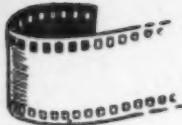
Interpretation C
Fidelity of Recording A

Songs of Victor Herbert. Risë Stevens (mezzo-soprano). 6 sides, Columbia Set 682. \$4. Miss Stevens knows the style and sings well, though not as well as she did a few years ago. The recording bears an edge, unless high frequencies are attenuated. Included are "Ah, Sweet Mystery of Life," "Kiss in the Dark," "Thine Alone," etc.

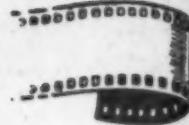
Interpretation A
Fidelity of Recording A

* * *

Sears Silvertone Record Club. New members get three Silvertone records for \$3. Then, under the major plan, upon payment in advance of \$16.98 members receive 15 Silvertone records during the year (\$1.13 per record). I have heard four disks which were made of good quality ruby vinylite. Yet, more desirable recordings of these selections are already available on dollar shellac disks issued by major record companies. In the club, Tchaikovsky's *Romeo and Juliet Overture* (2 disks) performed by the Silvertone Symphony Orchestra under Leinsdorf rates B for interpretation, B for fidelity. Claramae Turner's singing of *My Heart at Thy Sweet Voice* and *Deep River* deserves B and A. Vivian Della Chiesa's singing of Schubert's *Ave Maria* and *Songs My Mother Taught Me* rates C and A.



Ratings of Motion Pictures



THIS section aims to give critical consumers a digest of opinion from a wide range of motion picture reviews, including the motion picture trade press, leading newspapers and magazines—some 19 different periodicals in all. The motion picture ratings which follow thus do not represent the judgment of a single person, but are based on an analysis of critics' reviews.

The sources of the reviews are:

Box Office, Charn, Chicago Daily Tribune, The Christian Century, Cur, Daily News (N.Y.), The Exhibitor, Harrison's Reports, Motion Picture Herald, National Legion of Decency List, Newsweek, New York Herald Tribune, New York Times, Parents' Magazine, Release of the D.A.R. Preview Committee, Successful Farming, Time, Variety (weekly), and Unbiased Opinions of Current Motion Pictures, which includes reviews by the General Federation of Women's Clubs, the American Legion Auxiliary, National Film Music Council, and others.

The figures preceding the title of the picture indicate the number of critics who have been judged to rate the film A (recommended), B (intermediate), and C (not recommended) on its entertainment values.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

adv—adventure	<i>hist</i> —founded on historical incident
biog—biography	<i>mel</i> —melodrama
c—in color (Technicolor, Cinecolor, Trucolor, Magnacolor, or Vitacolor)	<i>mus</i> —musical
cartoon	<i>mys</i> —mystery
com—comedy	<i>sop</i> —dramatization of a novel
cri—crime and capture of criminals	<i>rom</i> —romance
doc—documentary	<i>soc</i> —social-problem drama
dr—drama	<i>trs</i> —travelogue
fan—fantasy	<i>war</i> —dealing with the lives of people in wartime
wes—western	

A	B	C	
2	2	10	Abie's Irish Rose.....com AYC
—	2	2	Adventures of Don Coyote....mus-wes-e AYC
2	10	—	Adventuress, The.....war-mel A
—	—	7	Affairs of Geraldine.....mus-com A
—	2	5	Alias Mr. Twilight.....cri-mel A
—	5	2	Angel and Sinner.....dr A
—	11	2	Angel and the Badman.....wes AYC
—	5	2	Apache Rose.....mus-wes-e AYC
—	2	3	Appassionata.....mus-dr A
—	7	2	Arneilo Affair, The.....mys-mel A
1	3	—	Bachelor and the Bobby-Soxer, The.....com AY
—	1	8	Backlash.....mys-mel A
—	4	5	Bamboo Blonde, The.....mus-war-rom A
—	3	—	Banjo.....dr AY
1	4	2	Barber of Seville, The.....mus-dr AY
—	2	13	Beast with Five Fingers, The.....cri-mel A
—	2	6	Beat the Band.....mus-com A
—	9	4	Bedelia.....cri-dr A
—	6	3	Before Him All Rome Trembled.....war-mus-dr A
3	11	6	Beginning or the End, The.....war-dr AYC
1	3	3	Bellman, The.....mel A
—	4	—	Bells of San Angelo.....mus-wes-c AYC
—	1	4	Bells of San Fernando.....mel A
—	1	6	Betty Co-ed.....mus-com A
—	3	2	Big Fix, The.....mel AY
—	2	4	Big Town.....dr A
—	9	5	Blaze of Noon.....dr AYC
—	2	4	Blind Spot.....mys-mel A
—	3	3	Blondie's Big Moment.....com A
—	3	4	Blondie's Holiday.....com AYC
2	13	1	Boomerang.....cri-mel A
—	2	2	Border Feud.....wes AY
—	4	11	Born to Kill.....cri-mel A

A	B	C	
—	2	2	Born to Speed.....mel AYC
—	7	9	Boy! What a Girl.....mus-com AY
—	8	2	Brasher Doubloon, The.....mys-mel A
—	—	4	Buck Privates Come Home.....com AYC
1	8	1	Buffalo Bill Rides Again.....wes AYC
—	5	11	Cage of Nightingales, A.....dr A
—	5	4	Calcutta.....cri-mel A
1	10	5	Calendar Girl.....mus-com AY
1	8	4	California.....wes-c A
1	7	1	Captive Heart, The.....war-dr AY
—	7	5	Carmen.....dr A
—	7	3	Carnegie Hall.....mus-dr A
—	3	4	Carnival in Costa Rica.....mus-com-c AY
—	7	4	Carnival of Sinners.....dr A
1	7	3	Cheyenne.....mus-wes A
—	—	7	Children of Paradise.....dr A
—	1	2	Cigarette Girl.....mus-com A
—	1	3	Citizen Saint.....doc-dr AYC
—	3	3	Clandestine.....war-dr A
1	9	2	Code of the West.....wes AYC
—	6	—	Copacabana.....mus-com A
—	1	7	Cynthia.....com AYC
—	4	6	Danger Street.....cri-mel A
—	2	3	Dangerous Millions.....wes AYC
—	4	5	Dangerous Venture.....dr AY
—	7	10	Dark Delusion.....mel A
1	9	2	Dead Reckoning.....com AY
—	3	2	Dear Ruth.....cri-mel AY
—	1	—	Desperate.....mel AYC
—	7	3	Devil on Wheels, The.....mel A
—	3	3	Devil Thumbs a Ride, The.....cri-mel A
—	7	6	Dick Tracy's Dilemma.....dr A
3	5	9	Dishonored Lady.....wes-c A
—	3	12	Duel in the Sun.....mus-bio AYC
—	15	4	Easy Come, Easy Go.....com A
—	1	2	Egg and I, The.....com A
—	7	6	Escape Me Never.....dr A
—	5	3	Fabulous Dorseys, The.....mus-bio AYC
—	2	7	Fabulous Suzanne, The.....com A
—	2	6	Falcon's Adventure, The.....cri-mel AYC
2	14	—	Fall Guy.....mys-mel A
3	6	2	Farmer's Daughter, The.....com A
—	8	4	Fear in the Night.....cri-mel AY
—	1	2	Fiesta.....mus-dr-c AY
—	2	3	Fighting Frontiersman, The.....wes AYC
—	7	7	For the Love of Rusty.....dr AYC
—	3	2	Framed.....mel A
—	3	2	Francis the First.....fan AY
—	3	2	Fun on a Weekend.....com A
1	5	1	Ghost and Mrs. Muir, The.....fan A
—	1	4	Ghost Goes Wild, The.....com A
—	1	3	Ginger.....dr AYC
10	6	1	Great Expectations.....nov AYC
—	2	1	Green for Danger.....mys-mel A
1	9	6	Guilt of Janet Ames, The.....dr A
—	6	1	Gulty, The.....mys-mel A
1	2	1	Gunfighters.....wes-c A
—	—	4	Hard Boiled Mahoney.....mel A
—	4	2	Heldorado.....mus-wes AYC
—	12	3	Her First Affair.....dr A
—	6	—	High Barbaree.....dr AYC
—	8	2	High Conquest.....adv A
—	2	1	Hit Parade of 1947.....mus-com AY
—	4	—	Hollywood Barn Dance.....mus-com AY
—	6	8	Homesteaders of Paradise Valley.....wes AYC
—	5	9	Homestretch, The.....dr-c A
—	—	4	Honeymoon.....mus-com A
1	8	9	Hoppy's Holiday.....wes AYC
—	4	3	Humoresque.....mus-dr A
—	3	1	I Cover Big Town.....cri-mel A
—	3	—	I Live as I Please.....mus-dr A YC
—	8	7	I Wonder Who's Kissing Her Now.....mus-com-c A
—	—	—	I'll Be Yours.....mus-com A

A	B	C	A	B	C	
—	4	8	Imperfect Lady, The.....	dr A	Riff-Raff.....	mel A
2	13	—	It Happened in Brooklyn.....	mus-com AYC	Road Home, The.....	war-dr A
—	13	1	It Happened on Fifth Avenue.....	mus-dr A	Saddle Pals.....	mus-com AY
—	3	4	It's a Joke, Son!.....	com A	San Demetrio, London.....	war-mel AY
7	8	1	It's a Wonderful Life.....	dr AY	San Quentin.....	mel A
—	4	8	Ivan the Terrible.....	hist-dr A	Sarge Goes to College.....	mus-com AY
—	3	—	Ivy.....	mys-mel A	Sea of Grass.....	wes-dr A
2	5	—	Jericho.....	war-dr A	Secret Heart, The.....	mus-mel AY
—	1	7	Jewels of Brandenburg.....	cri-mel AY	Seven Keys to Baldpate.....	mys AY
—	8	8	Johnny O'Clock.....	mys-mel A	Seven Were Saved.....	war-mel A
—	1	7	Jungle Flight.....	dr A	Shadow on the Range.....	wes AYC
—	1	3	Killer at Large.....	cri-mel A	Shocking Miss Pilgrim, The.....	mus-com-c AY
—	3	1	Killer Dill.....	cri-com A	Shoot to Kill.....	cri-mel A
—	2	4	King of the Wild Horses.....	mus-mel AYC	Sin of Harold Diddlebock, The.....	com A
—	4	8	Ladies' Man.....	com A	Sinbad the Sailor.....	adv-c AYC
1	13	3	Lady in the Lake.....	cri-mel A	Sioux City Sue.....	mus-wes AYC
—	4	3	Lady Surrenders, A.....	rom A	Smash Up — The Story	of a Woman.....
—	—	4	Land of the Lawless.....	wes A	mus-dr A
—	2	3	Landrush.....	mus-wes AYC	Song of Sheherazade.....	mus-dr-c AY
—	—	3	L'Atalante.....	dr A	Song of the Sierras.....	mus-wes AYC
2	12	2	Late George Apley, The.....	nov A	South of the Chisholm Trail.....	wes AYC
—	—	6	Law of the Lash.....	wes AYC	Spoilers of the North.....	mel A
—	1	2	Life Begins Anew.....	dr A	Stage Coach to Denver.....	wes AYC
—	1	4	Lighthouse.....	dr A	Stairway to Heaven.....	fan-c A
—	3	4	Likely Story, A.....	com A	Stallion Road.....	dr A
—	2	3	Living in a Big Way.....	mus-dr A	Stepchild.....	soc-dr A
9	8	8	Locket, The.....	mel A	Stone Flower.....	fan-c AYC
—	1	3	Lone Hand Texan, The.....	mus-wes AYC	Strange Holiday.....	mel A
—	2	2	Lone Star Moonlight.....	mus-wes A	Suddenly It's Spring.....	com A
—	2	5	Lone Wolf in Mexico, The.....	mys-mel A	Sweetheart of Sigma Chi.....	mus-com A
—	2	1	Long Night, The.....	dr A	Swell Guy.....	dr A
—	5	4	Lost Honeymoon.....	com AY	—	—
—	7	3	Love and Learn.....	mus-com A	Tarzan and the Huntress.....	adv A
—	8	5	Love Laughs at Andy Hardy.....	mus-com AY	Terror Trail.....	wes AYC
—	7	9	Macomber Affair, The.....	dr A	That Way With Women.....	com AY
—	4	2	Magic Bow, The.....	mus-nov AYC	That's My Gal.....	mus-com-c A
—	1	5	Magnificent Rogue, The.....	com A	That's My Man.....	dr AY
—	6	8	Man I Love, The.....	mus-mel A	They Won't Believe Me.....	mel A
—	7	5	Man's Hope.....	war-dr A	13 Rue Madeleine.....	war-mel AYC
—	4	4	Michigan Kid.....	wes-c AYC	Thirteenth Hour, The.....	cri-mel AY
—	9	5	Mighty McGurk, The.....	dr AYC	This Happy Breed.....	dr-c AY
—	1	—	Millie's Daughter.....	dr A	Three on a Ticket.....	mys-mel AY
4	10	1	Miracle on 34th Street.....	com AYC	Thunder Mountain.....	wes AYC
1	3	6	Monsieur Verdoux.....	dr A	Time Out of Mind.....	nov A
—	5	3	Moss Rose.....	mys-mel A	Time, the Place, and the	—
—	7	5	Mr. District Attorney.....	cri-mel A	Girl, The.....	mus-com-c A
—	5	1	Mr. Hex.....	mel AYC	Too Many Winners.....	cri-mel A
—	6	1	Murder in Reverse.....	cri-mel A	Torment.....	dr A
—	8	3	My Brother Talks to Horses.....	com AYC	Trail Street.....	mus-wes AYC
1	13	—	My Favorite Brunette.....	com AY	Trail to San Antone.....	mus-wes AYC
—	6	5	New Orleans.....	mus-dr A	Trap, The.....	mys-mel A
—	3	1	Newshounds.....	cri-com AY	—	—
—	3	13	Nora Prentiss.....	dr A	Trouble With Women, The.....	com A
—	3	1	Northwest Outpost.....	mus-rom A	Twilight on the Rio Grande.....	mus-wes AYC
4	7	4	Odd Man Out.....	dr A	Two Anonymous Letters.....	war-dr A
—	—	3	Oregon Trail Scouts.....	wes AYC	Two Mrs. Carrols, The.....	mel A
1	8	6	Other Love, The.....	mus-dr A	Under the Tonto Rim.....	wes AYC
—	4	2	Out California Way.....	mus-wes-c AYC	Undercover Maisie.....	com A
—	—	4	Outlaw of the Plains.....	wes AYC	Unexpected Guest.....	wes AY
—	—	4	Over the Sante Fe Trail.....	mus-wes AYC	Unfaithful, The.....	dr A
2	8	2	Overlanders, The.....	dr AYC	Untamed Fury.....	mel A
—	1	5	Patient Vanishes, The.....	cri-mel A	Vacation Days.....	mus-wes AYC
1	4	—	Perils of Pauline.....	mus-com-c AY	Valley of Fear.....	wes AYC
—	2	4	Philo Vance Returns.....	mys-mel A	Vigilantes of Boomtown.....	wes AYC
—	—	6	Philo Vance's Gamble.....	mys-mel A	Violence.....	mel A
—	3	5	Pilgrim Lady, The.....	com A	Vow, The.....	dr A
1	7	3	Possessed.....	dr A	Wake Up and Dream.....	mus-fan-c AYC
—	5	13	Private Affairs of Bel Ami, The.....	dr A	Wanted for Murder.....	cri-mel A
—	10	4	Pursued.....	wes A	Web, The.....	cri-mel A
1	1	2	Queen for a Night.....	mus-rom A	Web of Danger.....	mel A
—	—	4	Queen of the Amazons.....	mel A	Welcome Stranger.....	mus-com AY
—	2	2	Queen's Necklace, The.....	hist-dr A	West of Dodge City.....	mus-wes AYC
—	1	2	Raiders of the South.....	mus-wes AYC	West to Glory.....	mus-wes AYC
—	1	2	Rainbow over the Rockies.....	mus-wes AYC	Wicked Lady, The.....	dr A
1	4	5	Ramrod.....	wes A	Wild Country.....	mus-wes AYC
—	4	1	Range Beyond the Blue.....	mus-wes AYC	Winter Wonderland.....	rom A
1	12	2	Red House, The.....	cri-dr A	Woman on the Beach, The.....	dr A
—	2	1	Renegade Girl.....	mel A	Yank in Rome, A.....	war-dr A
—	4	—	Repeat Performance.....	fan A	Yankee Fakir.....	cri-mel AY
—	5	6	Return of Monte Cristo.....	mel A	Yearling, The.....	dr-c AYC
—	1	2	Riding the California Trail.....	wes AYC	Youth Afame.....	dr A
—	—	3			Zero de Conduite.....	dr A

The Consumers' Observation Post

(Continued from page 4)

supply of eggs in waterglass and store a few broilers and roasters in their home freezers.

* * *

TRAILERS this year seem to be principally useful as emergency housing, and in some cases space in trailer courts is nearly impossible to get. For tourists this is definitely not the year to buy trailers, because of generally crowded trailer courts, high prices, and the few really significant improvements in construction. Some courts are reported to be charging as much as \$30 a month for trailer space.

* * *

NEW OR NEWLY AVAILABLE:

The Ford Emergency Tire and Fire Extinguisher unit appears to be a worthwhile addition to the accessories of any automobile. It consists of a metal cylinder about 13 in. long and approximately 2 in. in diameter filled with 10 ounces of compressed carbon dioxide (CO₂). This quantity of CO₂ is claimed to be sufficient to put out an electrical, oil, or gas fire or to inflate three average size tires (6.00 x 16) from 0 to 27 lb. The price of the appliance, complete with hose for inflating tires, is \$6.45. When the supply of CO₂ is exhausted, the complete unit, including hose, can be exchanged at any Ford authorized dealer for a new, fully-charged unit for \$1.10. A bracket is to be made available shortly for mounting the device. Carbon dioxide is especially effective for fires in and around electrical equipment, but as it does not have the wetting action of water, CO₂ is not effective on ordinary combustible material (e.g., upholstery, clothing, etc.). On gasoline or oil fires CO₂ alone may not suffice to extinguish the fire effectively, because of the probability of re-ignition. As CO₂ is a gas, it works best where it can be discharged into a confined space such as under the hood or into the interior of a car.

Sterling Elastic Caulking Compound (made by Sterling Paint and Varnish Co., Malden, Mass.) is a thick, gray paste, sold in a one-pint collapsible tube at 85c. Lithographed labeling on the tube says that the product "will not crumble; it clings to the surface, it will not stain; it keeps out moisture, dust, dirt and weather. Use for pointing up cracks in woodwork or masonry." A recent analysis indicates approximately the following composition for this

Ready

Next

Month



the Consumer's

Guide to

the Market!

CR'S 1947 ANNUAL CUMULATIVE BULLETIN

The new revision of the Annual Cumulative Bulletin will be ready for mailing the latter part of September to all individuals who have placed advance orders. This big 200-page Bulletin will summarize a wide range of CR's previous findings, particularly with respect to brand names, in the fields of Household Appliances, Equipment and Supplies; Foods and Nutrition; Housing, Home Maintenance and Repair; Automobiles, Care, Accessories, Supplies; Photograph Equipment and Supplies; Radio and Phonograph Equipment, Records; Textiles and Clothing; Cosmetics and Toilet Supplies; Medicine and Hygiene; Watches and Clocks; Writing Materials, Pens; Heating Equipment and Fuel.

You will find a convenient order blank on the next page. Why not use it today?

material: asbestos, 57%; light mineral oil, 17.4%; Stoddard Solvent (a high flash point petroleum naphtha of a kind much used for dry cleaning), 6%; linseed oil, 13.8%; rosin, 4.5%; moisture, 1.3%. The product has not been subjected to test by Consumers' Research for its other properties or for its suitability for the purpose for which it is sold, but the composition would seem of the general sort that should be suitable for such a product.

Speedite Universal Cleaner, sold at 25c in 12-ounce cans by Speedite Chemical Corp., 130 N. State St., Belvidere, Ill., upon analysis was found to consist of about 20% soap, 76% trisodium phosphate (a common and cheap alkaline detergent, also called tsp.), 3% soda ash (a form of sodium carbonate or washing soda), with pine oil and dye. Directions suggest use of the material in a solution several times as strong as should be used on painted surfaces. Although the directions suggested that the product be used on linoleum floor coverings, a cleaner of this type containing a high percentage of the strongly alkaline trisodium phosphate is not at all suited for use on linoleum, and those who wish to make linoleum last and keep its good appearance as long as possible will do well to avoid the use of any and all cleaners of the trisodium phosphate or sodium carbonate type. (Even strong soap is hard on linoleum.)

Regina Hassock Record Holder (sold by mail by Dynamic Electronics—New York Inc., 1926 Broadway, New York 23, at \$12.95). The unit was found to be made from a very poor grade of lumber, covered with artificial leather, which is available in five colors. The inside was divided into two equal parts by a partition, and 100 tabbed, numbered guides for indexing the records, made of a quite low grade of cardboard, was furnished. (Proper guides for this purpose would be made of the high grade of special hard "fiberboard" used in office filing systems.) There is a record index which has corresponding numbers tacked to the lid of the box, also, unfortunately, printed on wood-grain paper so that legibility of writing on it would be poor. Workmanship of the cabinet itself was not satisfactory; it was lined with paper board having a wood-grain printed pattern, and the hardware was of very ordinary grade. The handle seemed too small to be convenient to hold, and appeared to be too weak to support the weight of the record holder when any considerable number of records was placed therein. The exterior appearance is fairly satisfactory, except for those handles at the ends (which seemed more appropriate for a kitchen drawer pull than for application to a heavy article to be used in the living room).

Consumers' Research, Inc. Washington, N. J.

Please enter my order as checked. It is understood that my handling of any CR material which is marked "The analyses of commodities, products, or merchandise appearing in this issue of the Consumers' Research Bulletin are for the sole information of Consumers' Research subscribers" will be in accordance with that direction.

NAME _____
(PLEASE SIGN IN LONGHAND)

STREET _____

CITY & ZONE _____ STATE _____

BUSINESS OR PROFESSION _____

Please check your preference:

I enclose \$1.25 (Canada & foreign, \$1.50) for a copy of the 1947-48 Annual Cumulative Bulletin. Since I am a subscriber to Consumers' Research Bulletin (12 issues), I am entitled to the special rate.

I enclose \$4.25 (Canada & foreign, \$4.75) for one year's subscription to Consumers' Research Bulletin monthly (12 issues) AND the new 1947-48 Annual Cumulative Bulletin when it is issued in September 1947.

New Renewal

I enclose \$3 (Canada & foreign, \$3.50) for one year's subscription to Consumers' Research Bulletin monthly (12 issues).

New Renewal

I enclose \$2.75 (Canada & foreign, \$3.00) for a subscription to the 1947-48 Annual Cumulative Bulletin alone.





Off the Editor's Chest

[Continued from page 24]

duction men. Their training and ability to translate their know-how in the mill and on the assembly line of the plant into good manufacturing practices will be chief factors in determining the quality of the product turned out for consumers.

In the days of the individual craftsman and the small factory which was just beyond the hand-craft stage, the integrity and personal standing of the owner or manager were undoubtedly an important guide to the quality of the product turned out. In the present highly developed stage of mass production turning out products of great technical variety and complexity, this personal factor does not play so important a part as a manufacturer's ability to select high engineering and managerial skills and support them properly with technical equipment and first-rate measuring instruments.

Today alert producers recognize that the work of testing laboratories—their own and those outside their plants—is essential not only to enable industries themselves to check on the products which they buy, but to provide their salesmen with concrete knowledge of how their product actually compares with those of their competitors. If it is good, they will find it well worth while; if it is poor, they are at least in a position to do what is needed to correct the deficiencies. Without the laboratory findings, they can only guess, and waste the customer's time with arguments that get nowhere, and prove nothing. There are in fact scores of testing bureaus and laboratories, testing and reporting on paint and a host of other items, run by state and city governments and some highly competent private testing and consultant bureaus. There is, too, a highly developed testing laboratory industry and technique

reflected in the work of the National Bureau of Standards, the Bell Telephone System, the great electrical power and railroad companies, the National Electrical Manufacturers Association, the American Society of Mechanical Engineers, the American Society for Testing Materials, and a number of the other professional societies.

The practice of government bureaus and business firms of assuring economical purchasing for the government itself and for industry by obtaining technical information about competing products is now universally recognized as smart business and the very basis of scientific purchasing.

It is now more than 20 years since the book *Your Money's Worth*, forerunner of Consumers' Research, developed in detail the idea that if the amassing of comparative test data on products by brand name and buying on specification was sound and economical practice for big corporations, it was also desirable and useful for consumers. In those lush days of free and easy advertising, the suggestion was considered blasphemous, but businessmen soon discovered that it was not an unmitigated evil and that discriminating consumers who really knew what they were buying provided a stimulus to the manufacture of high-quality products, and helped quality producers to find appreciative customers.

During the war years, even though it seemed that consumers would buy anything set on the counters, market researchers claimed that whenever there was a choice consumers would give preference to the product bearing a familiar brand name over one which was new or unknown. Perhaps to some extent they agreed with the paint manufacturer that the reliability of a name was at

least *some* guarantee of getting value for their money.

On the other hand, there are many small manufacturers, particularly in the field of electronics, that got their start making needed war material and instruments. Some of these plants are already turning out products that are better or more economical by far than corresponding products made by well-known and long-established firms.

How well these new products and others compare and whether they are worth the price consumers are asked to pay can be determined *only* by competent, unbiased testing of these and competing goods and appliances. That sort of information will better serve consumers who want top quality than any amount of reliance on the old familiar trademark of a long-established firm, for as everyone now knows, established firms often ride along for years on a reputation that does not reflect the quality and value of the things they make today. It is clear that reliance on an established reputation is a static way of dealing with the market, it worked pretty well when industry was simple and primitive, but simply has no bearing on the problem, let us say, of which phonograph or electric refrigerator to buy (or even, indeed, what school will give a young man the best training in physics or electrical engineering). There are far better measures of quality and character today than what Mr. X. thinks of his own paint, or lawn mower, and progressive manufacturers have long since learned and acted on that fact in their own buying of raw and semi-finished materials for remanufacture, and of course in buying factory equipment, instruments, and tools. The development of a good product of a new firm, *when proved by test*, will to a great extent act as a stimulus to an "old, reliable" company to improve its product, or reduce its price or both.